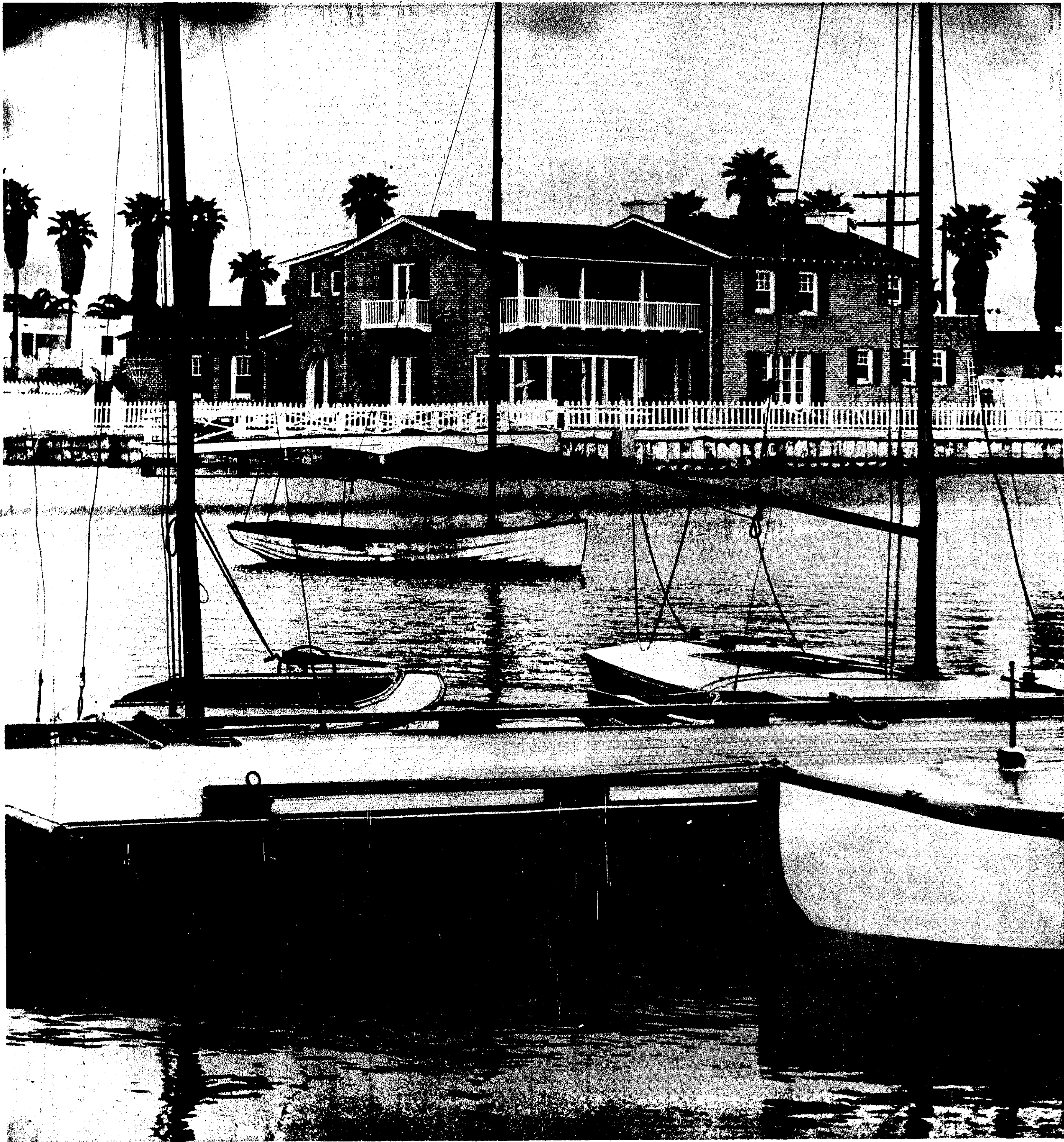


Press-Telegram  
*Southland*

LONG BEACH, CALIFORNIA, SUNDAY, APRIL 16, 1950

MAGAZINE  
Section



## BUILDING NUMBER

—Photo by Jasper Mutter.  
Long Beach is a city of homes, many of which are conveniently built beside the water. This is the John C. Eddy residence, which faces Alamitos Bay at 5555 Corso Di Napoli. See Page 2.





Ten years ago, the Frank Leavitts moved into their new home at 2800 Magnolia. Its well-kept charm depicts decade's course in Long Beach home building.

## A Decade of Home Building in Long Beach

By Jack Snyder

**C**OLD STATISTICS often conceal a world of warm, human interest. For instance, consider the record of homebuilding in Long Beach during the decade 1940-49.

Blueprints, lumber, cement, glass, pipe, wire, nails, paint, problems and inspections have been kneaded together on 19,301 sites inside the city limits to create dwellings for 29,349 families—roughly 102,721 persons.

All this construction activity was valued at \$107,473,915, according to the city building department's yardstick of costs.

The total does not include land, landscaping, furnishings, or, in many cases, decoration.

Over 83 per cent of the building permits were for single-family houses. The Smiths' palatial residence, looking out over the bay to the mountains, and the Jones' cottage, looking out only over the sidewalk to the street, are among the 16,024 authorized during the decade. The permits aggregated \$69,279,460; an average of \$4323 a job.

Most important from an over-all point of view are the homes constructed in large numbers by merchant-builders. The period of 1940-49 saw the flowering of this system by which ingenious designing and planning, highly organized production and long-term financing brought homes to vastly more people at less cost than if they themselves had bought the lots and built the houses.

Incidentally, neither Lakewood, Dominguez, nor Signal Hill, are included in the city figures, although their development was an integral part of the unfolding of Greater Long Beach. Permits for building in these areas are issued

by the county or Signal Hill building departments.

Income properties play a large part not only in the economic but also the home life of this community. Many retired couples, many investors and many professional apartment operators acquired or built duplexes and multi-family dwellings of all types. The demand for rentals continues strong among young couples, people working downtown, retired couples and multitudes of others who for business reasons or personal taste prefer apartment life.

**D**URING the decade just past, the city building department issued permits for 1700 duplexes, 1458 multi-family residences, 60 motels or hotels, 45 one and two-family dwelling-stores, and 14 multi-family dwelling-stores.

The average size of the multi-family apartment house (duplexes excluded) was 6.7 units. The 1458 permits provided 9776 units. This type of construction accounted for \$25,023,280 worth of permits. Duplexes amounted to \$11,191,745.

The picture—repeated 19,301 times—is of a vacant lot which all at once becomes studded by



A striking scenic view such as this would make an unusually fine enlargement for a page in any album.

## Camera ANGLE

By The Shutterbug

**H**AVE those snapshots been piling up on you lately? Now is as good a time as any to sort out all those prints of the past few months and get them into your albums.

Incidentally, there is a new trend in album keeping. Camera fans are getting away from the bulky catch-all type of album in favor of the smaller compact types for specific picture subjects. These subjects can be vacation trips, the children, school days, family hobbies, etc. Doing it this way permits each album to be more of a story-telling record of the family activities.

The first thing to do, then, with that stack of prints is to organize it into album subjects. Then comes the editing of the pictures. For this step, lay them out on a table where you can view them side by side, and pick out those that best tell the story. You will find many duplications, and there will be prints that are of poor quality that should be eliminated. It really isn't wise to mount every picture that you take. The album will look better if you are a little discriminating in your selection.

Once you have selected the prints that will go into the book, spread them out again and pick out some of the most striking ones for enlarging. Nothing gives album pages more punch than the change of pace provided by a few good enlargements.

Then, when the prints and enlargements are ready, carefully mount them on the pages of your album. And here is where your ingenuity can come into full play. Use as much variety in your layouts as you can. Try to make each page a little bit different.

**T**HE Gen. Clay Fund for German Children, organized to help the 300 Youth Centers in Germany, has received

a request of interest to amateur photographers. The American Occupation Officials are in need of help with Camera Clubs in the Army's program for young people. Camera Clubs exist in some of the centers and members are eager for contacts with American Camera Club members. Exchange of letters, prints or magazines will be of real help. The Gen. Clay Fund will send to anyone interested the names of officers and addresses of clubs, or will forward letters. Address: The Gen. Clay Fund for German Children, 1916 F. St., Washington, D. C.

**T**HIS promises to be a busy week with the camera clubs. Members of the Long Beach Photo Forum will tour the Pike today in search of human interest shots. The group will meet at 7 p. m., at the Arcade. Wednesday, the Forumers will have their regular color competition at the North Long Beach Y. M. C. A., with Don Wells as guest critic. Meeting starts at 8 p. m. and visitors are welcome. Long Beach Cinema Club has its regular meeting scheduled for Wednesday, 8 p. m., at the Houghton Park Clubhouse. San Pedro C. C. will hold its monochrome print competition, 8 p. m., Friday at the Anderson Memorial Building, San Pedro. This club, organized in 1936 is one of the oldest in the vicinity and has a modern darkroom equipped with three enlargers. Membership is open at this time.

**Y**OUR Shutterbug has had numerous requests for dates and meeting places of the various camera clubs. Information concerning camera clubs will be welcome. Notices of meetings from club secretaries must arrive 10 days in advance of scheduled publication date. Simply address: Camera Angle, Southland Magazine, Press-Telegram, Long Beach 12, Calif.

## Southland's Cover

Like many Long Beach families, the John C. Eddys find water sports not only to their liking but also extremely convenient. Boating, swimming and even fishing may be enjoyed from their front yard, figuratively speaking, for Alamitos Bay lies immediately beyond the gate of their front yard. Jasper Nutter caught

this fine picture of the attractive Eddy home when the tide was full.



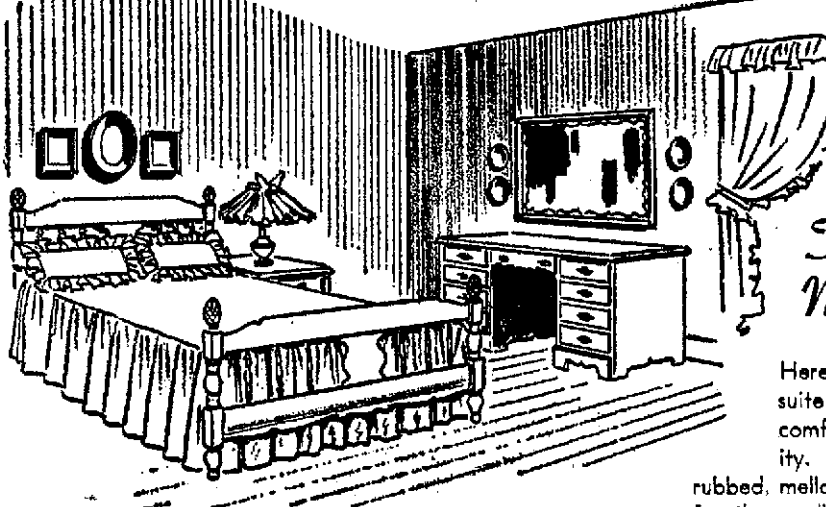
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Early arrivals stand by with pencils in hand for assignment in preparation for nation-wide secretarial examination. Instruction is on a regular basis.

patience of patrons with a soft-spoken word and prove that the boss is superior by writing his correspondence adequately. They know their profession is tops. What is more, they want to keep it that way.

Your boss' aide de camp soon may receive a dignified degree of her own—that of C. P. S.

stocking seams are part of her job.

**E**XAMINATION for Certified Professional Secretaries will be given each year, enabling the profession to raise its standards, says Margaret Myers, president of Queen Beach Chapter, N. S. A. She hastens to add that all secretaries, regardless of whether they are affiliated with the association, may take the examination. They are also welcome to attend the class and take the review in preparation for the final test. The course is offered in Long Beach from 7 to 10 p. m. each Wednesday.

Mrs. Myers is secretary to Newton T. Bass and B. J. Westlund, owners of Apple Valley Ranchos. Other officers of the chapter represent varied businesses and professions throughout the city. Parliamentarian is Violet Dovey, secretary to Mayor Burton W. Chace; vice presidents are Evelyn Juhl, secretary to Dr. John L. Wales and Kay Douglass, the pert young lady who keeps the records for H. W. Becker at North American Aviation.

Verla B. Wilson is employed by the State Board of Equalization and serves as an efficient recording secretary for the chapter. Corresponding secretary is Pat Fischer who reminds F. J. McGahan at Richfield Oil of his appointments. Director of public relations for the Long Beach Police Dept., William J. Meyer, finds Vivian Hopkins, the chapter's treasurer, knows just where he is supposed to go to address that luncheon club.

Chairman of the C. P. S. move is Helen Penland, the efficient and tastefully attired woman who keeps the office of P. S. Thomas, general manager of the Long Beach Water Dept., running smoothly. All of these women know they can relieve the monastic look of a business office with a few flowers in a vase, ally the im-

Personality, like learning, has no royal road. Occasionally, a secretary is blessed with a smile that dazzles, a presence that electrifies and ability at math and English that astounds even her boss. But the majority have to seek shortcuts to develop that sparkle. The course in C. P. S. is a study of just such personality traits in addition to a review of office techniques, filing, cataloging, etiquette, management and all the rest.

Dictation and transcription, naturally, are important. The secretary also finds good grooming, tact, a smile, bright eyes and a sheer fresh handkerchief with a touch of her perfume, gracefully used, are just as important. While she is learning her weaknesses in journalism, public relations, advertising and business trends, she is also discovering a quiet laugh and straight



—Photos by Ben Mead.

Margaret Myers, Queen Beach Chapter, N. S. A., president, studies filing for certified secretary test.

By Winifred Layton

**N**O LONGER is a secretary a mere secretary. There's a nationwide movement afoot to place her on a par with the certified public accountant. And why not? Since she has to be the boss' memory, his aide de camp in matters tactful, the only person on earth who knows where his records are filed, as well as the fragrant flower that graces his office, she deserves the degree of C. P. S. (Certified Professional Secretary).

This C. P. S. movement has been instigated by the National Secretaries Association with the aid of schools and colleges throughout the United States. Long Beach City College is co-operating with Queen Beach Chapter, N. S. A., offering a night course in C. P. S. at the business and technology division, Pacific Coast Highway and Alamitos Ave.

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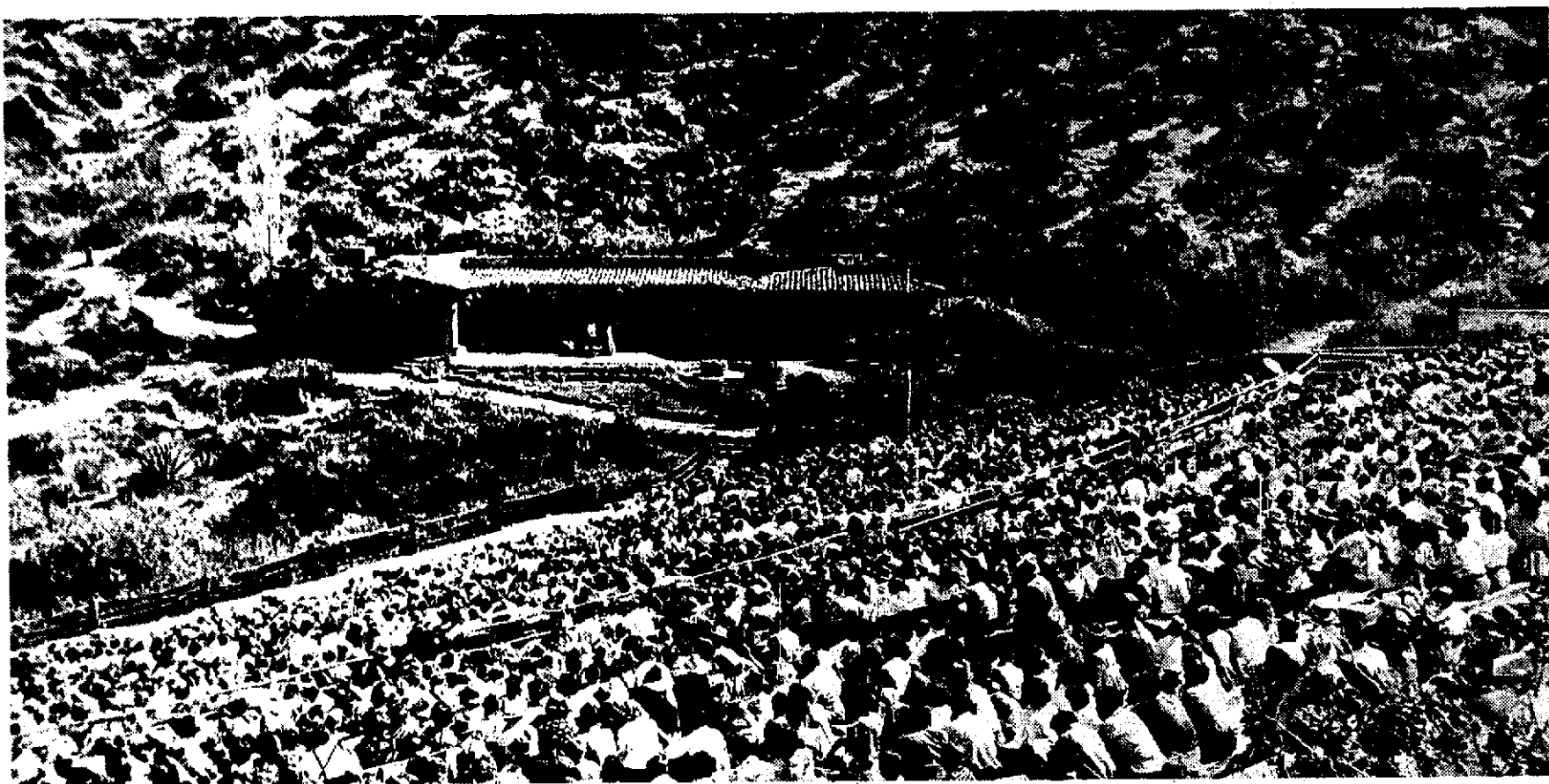
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# Love Story of *Ramona* Told Again

Ramona, Indian maid whose love saga is part of early California romance, will live again in the play bearing her name, at Ramona Bowl, an outdoor amphitheater near Hemet, in the locale where Ramona lived. The play is scheduled this year by the communities of Hemet and San Jacinto for April 22-23, 29-30, May 6-7. Thousands annually see play.



This is a view of outdoor stage and portion of the capacity throng of 6000 persons who saw one of 1949 performances. The production enjoys unusual acoustical properties and action on the big stage is easily seen by the audience.



—Julius & Pearson Photo.

Juanita Encell (Ramona) and William Pullen (Alessandro), both of whom are veterans in their roles, pose in scene from the play.



—Coy Watson Photo.

Esperanza Morales, a featured Spanish dancer of the pageant, poses with cross from Camulos ranchhouse.



—Coy Watson Photo.

Father Salvadierra (Sherman Lewis of San Jacinto) admonishes Alessandro to face adversity bravely.



—Coy Watson Photo.

Alessandro watches from a hilltop for Farrar, white rancher who has seized the lands of the Indian hero.



—Julius & Pearson Photo.

Watson Gilmore, portraying the white settler, Farrar, seeks Alessandro, charging him with horse stealing.



—Rothschild Photo.

Part of the sheriff's posse dashes into the bowl in a futile race to keep Farrar from killing Alessandro.



—Julius & Pearson Photo.

Flo Wendelken of Idyllwild portrays Margarita, a mischievous miss who aids with merrier scenes of play.



# Roz Russell Tells Why She's Rated 'Best Dressed'

## Star Dons Clothes and 'Forgets 'Em'

By Gene Handsaker

HOLLYWOOD, April 15. (AP) Rosalind Russell, recently named by the New York Fashion Academy as the screen's best-dressed woman, says: "I just put my clothes on and forget 'em. Most people are very clothes-conscious. You're forever seeing the clothes and not the person." Net to self-consciousness about your duds, Roz rates neatness: "I've never seen a neat person who wasn't chic. It's that pulled-together look." And simplicity. "Simplicity makes you look younger."

Some six times the Academy's annual lists have included the tall brunet star. Other fashion arbiters' selections have honored her repeatedly. So she hustled over to her Beverly Hills home for her style secrets. Miss Russell looked trim in a simply tailored gray wool suit and up-to-the-neck yellow sweater—part of her wardrobe in "A Woman of Distinction." She bought it from the studio after finishing the picture. Besides her broad gold wedding band, her only jewelry was a pair of gold earrings.

She doesn't think rings are becoming to her hand. "I'm an anti-gadget woman," Miss Russell said. "I can tell from a woman's house how she'll dress. If there's a lot of bric-a-brac and picture postcards on the shelves, she'll have a lot of gadgets hung on her. And people dress the way they think. If their minds are cluttered and undecided, it shows in their clothes—a bit of fur, a little lace, bows on the shoes, and petticoat hanging."

Miss Russell scoffs at the "basic black" dress, altered for various occasions with different collars and beads. "Nothing is worse than a cheap, sleazy black. It shows shine, wear, and tear, though I don't say you shouldn't have any black in your wardrobe. But navy blue is a better basic color. It's younger and has vitality. You can wear bottle green, red, white, or yellow with it. You can do more with it than you can with black."

ROZ had a small apartment and a wardrobe to match. Roz found: "Expensive clothes will wear and hold up and look right. It's far better to have a few good things—done in classical lines—than dozens of gadgety, high-fashion clothes. They're freaky and never in good taste."

Miss Russell is against fur coats "if you can't afford a good one." Other Russellisms on dress: Necklines: "They should be becoming. If you have a nice neck and shoulders, it's smart to show them. If they aren't attractive, it's smarter still to hide them." Skirt length: "Mid-calf is safest. Too long looks like a shroud. If your legs are an attribute, there's no harm in displaying an inch more. If they're not, drop the hemline an inch and wear darker hose."

Shoes: "I wouldn't think of buying a cheap pair. This pair (brown alligator) cost \$55, but I've been wearing them at least 10 years." She buys white evening shoes. As they become soiled, she has them dyed progressively pale pink, blood red, and black.

Overdressing: "To be avoided. A husband would rather have other people remember his wife rather than what she had on."

### Fair, Warmer

Raymond Burr, playing in support of Fred MacMurray and Claire Trevor in Universal International's "Borderline," once conducted a weather bureau for the U. S. Forestry Service in Oregon.

## Waltz Soon to Replace Charleston, Says Kelly

HOLLYWOOD, April 15. (AP) The revival of the Charleston won't last long, Gene Kelly predicts. The next dance to zoom on to the nation's floors will be the waltz.

Kelly says it will be danced, even by bobby-soxers, just the way grandpa did it when he was top man in the stag line. After a spell with the waltz, you can expect a smooth, gliding ballroom dance, modern and romantic.

"I'm against the Charleston," said Kelly, who is at least the second best dancer in America. (He claims Fred Astaire is best.)

"Take a woman like Judy Garland, wearing a beautiful gown with her hair stylishly arranged. How long could she look like that dancing the Charleston?"

"That's a dance for short skirts and shorter hair. It's a

sign of postwar times now, like it was in the Roaring Twenties, but it won't last once the novelty wears off.

"Actually, it's an ugly dance—toes turned in and knees knocking."

Kelly, who knows enough about different dances to be choreographer in his current Metro-Goldwyn-Mayer picture, "Summer Stock," said you can get the best line on future dance trends by noting what kind of music is popular.

"A few years ago musical groups came north from Mexico and South America, and before we knew it we all were doing the rumba and the samba," he said. "We liked their music, so we had to learn how to dance to it."

"If we knew what music would make the biggest hit five years from now, we'd know what type of dancing we'd be doing then."

### Music Notes

## Operetta on Way

By Mary Lou Zehms

THE colorful light opera "The Merry Widow," by Franz Lehár, will be given by the combined music and dramatic departments of Polytechnic High School May 18, 19 and 20. This production will present a completely rewritten book and lyrics to this well-known work. All singing and dramatic parts, as well as staging, costuming and make up will be handled by students of the school.

This will be the 18th operetta production by Polytechnic High since 1917 when Gilbert and Sullivan's "The Mikado" first appeared. Music groups will be directed by Royal Stanton and Arthur Gilbert will coach the vocal work. Anthony F. Gill will direct the orchestra and Lillian V. Breed is the dramatics instructor. Casts have been chosen for alternate nights.

PLYMOUTH ROCK Center of Music and Drama in Massachusetts, one of the largest summer festivals for the development of young singers and instrumentalists in the country, has announced the production of seven full-length operas and excerpts from seven more, as a major feature of the 1950 summer season, according to David Blair McCloskey. The season will run from June 26 to Aug. 12.

The Center will present the world premieres of two operas during the season, "Ordeal of Osbert" by Allan Davis and a three-act opera by Florence Wickham, "The Legend of Hex Mountain." Miss Wickham, former Metropolitan Opera star, has written the libretto, text and music to her work, the first American woman to do so. The story is based on Pennsylvania folklore and an all-Metropolitan cast will star in the production.

WHAT kind of music do classical musicians play for their own pleasure? When they give a program for themselves, are they apt to really go "longhair," or do they seek relief from Tchaikovsky with a dose of bebop?

The Bohemians of Los Angeles, whose membership includes many of the Southland's noted instrumentalists, composers and music teachers, provide an interesting answer to this question. They will perform tonight in Assistance League Playhouse Heitor Villa-Lobos' "Bachianas Brasileiras" No. 1, which calls for eight solo cello players. Written by the dean of Brazilian composers, it treats South American Indian themes in the contrapuntal style of Bach!

Another unusual combination the group has been working on is a bassoon quartet which plays the clownish "Scherzo Humoresque" by Prokofiev. Six of the members have each written a movement of a suite, "Aesop's Fables," for orchestra and narrator.

### Nancy Succeeds

Nancy Olson, 20-year-old actress who appears opposite Bing Crosby in Paramount's "Mr. Music," was mighty proud when her first picture played her home town. The theater marquee stated in huge letters: "Milwaukee's Own—Nancy Olson."



### The Living Theater

## Convention Goers Aided on Tickets

NEW YORK, April 15. (AP) A new ticket service designed for those attending conventions in New York has been set up by the Committee of Theatrical Producers and the League of New York Theaters.

The convention theater ticket service operates as a nonprofit organization under the management of Warren Munsell, theater executive, at 11 E. 44th St. He will work in cooperation with the New York convention and visitors bureau, seeking to channel the many thousands of convention visitors into the legitimate theaters.

## Her Dish Is Acting

HOLLYWOOD, April 15. (AP) "Zis is what I want to bring to the people," says Corinne Calvet. "To make zem go to the show and hold hands. To make zem happy or cry. To get more emotional and close to each other. The one thing in the world I hate most is zis indifference."

The 24-year-old French beauty was explaining why she became an actress. Ten years ago, in her native Paris, she had her first crush on a boy. He was several years older. Finally, telling her she was still a kid, he tried to give her the brush-off. She told him, "Let's go to a movie. Then, when I want to remember you, I can go to the same picture and pretend you are there with me." It was a wonderful Charles-Boyer picture. It kept the young lovers going together for six more months. "When I saw what a show could do for me," Corinne explains now, "I wanted to do that for the people."

Miss Calvet, youngest of five children, is the daughter of a French inventor of glass for hot dishes. A lovely dish herself, she is a busty, curvy 5 feet 4 inches, with blue eyes and lush, light brown hair worn in a long bob. Of the new short hair style, she says: "Women who try to look like little boys are just fooling themselves."

Paramount imported her three years ago with fanfare from France, where she had acted in five pictures. Some time later it dropped her because her English was still hard to understand. Driving to pick up her last pay check, she had a crash—there's still a long scar under the right side of her jaw. Shortly afterward, a publicity man introduced her to actor John Bromfield. Bromfield proposed while she was still in bandages. They've been married a year and a half.

Frequently asked her opinion of American men, Corinne replies: "If they are all like my man, they are the most terrific in the world." Bromfield introduced her to producer Hal Wallis, who starred her in "Rope of Sand," after she'd worked some more on her accent. On loan to 20th Century-Fox, she was a French underground fighter in the funny "When Willie Comes Marching Home." She has just portrayed a French actress, with a chimpanzee for a pet, in "My Friend Irma Goes West."

There is "somsing funny" about the sun's effect on her skin. In France she tanned; in Hollywood she freckled.

### Little Idle Time

CHARLES COBURN, now 72, has been acting for 60 years. Recently he worked 14 days without a day off.

His role in "Foggy" occupied six days of one week, and on Sunday he went to another studio for a scene in "Mr. Music." The previous Sunday he spent in wardrobe fittings for his next assignment, "Loulou."

HERE are the lucky cities to be visited next fall and winter by the Sadler's Wells Ballet Co. of London: Philadelphia, Pittsburgh, Atlanta, Birmingham, New Orleans, Los Angeles, San Francisco, Sacramento, Denver, Houston, Omaha, Des Moines, Tulsa, Kansas City, Dallas, Oklahoma City, Memphis, St. Louis, Detroit, Bloomington, Lafayette, Cleveland, Cincinnati, Chicago and Boston.

The company, which made a less extensive tour last year after its New York engagement, will spend more time on the road than in New York. The local engagement consists of 25 performances, Sept. 10-Oct. 1, inclusive.

MISS LIBERTY, the Irving Berlin-Robert E. Sherwood musical comedy which opened here last July, departed this month for a tour. The first stop was Boston, for three weeks. The next hop will be to Chicago. The show will have grossed in excess of \$1,500,000 by the time it leaves New York.

THE sensation of the Ringling Brothers and Barnum & Bailey Circus when it opened here last April was a man-and-wife act on high bar and rings. The Geraldos worked without a net and also in their bare feet. It was the consensus of old circus fans that if they got through the season alive they'd be lucky.

It was about two months later that the Geraldos fell in Baltimore. Both were badly broken and the circus didn't expect them to work again. But they'll be back with the same act next week when the circus opens at Madison Square Garden. This time, however, the circus owners will insist on a small net being placed under them.

BROADWAY will get its first look at the work of Christopher Fry, currently England's No. 1 dramatist, on April 26 when his short play, "A Phoenix Too Frequent," will be presented at the Fulton Theater.

Fry sprang into prominence about a year ago when John Gielgud appeared in his full-length play, "The Lady's Not for Burning," in the British capital. His newest success in London is "Venus Observed," with Sir Laurence Olivier starred. Gielgud and "The Lady's Not for Burning" are scheduled for Broadway next fall and "Venus Observed" also is a possibility.

## Stars See Themselves in Movie, Compare Notes on Their Reactions

HOLLYWOOD, April 15. How do you think you would feel seeing yourself on the movie screen?

Do you imagine it would be a big thrill? Or do you think it would make you uncomfortable?

Whatever your feeling, you would be reacting like a lot of Hollywood stars do when they see their own pictures. The sensations of actors viewing themselves on the screen run the gamut of enjoyment, amusement, astonishment, incredulity, embarrassment, resignation and downright horror.



Rhonda Fleming recently was voted the most beautiful actress in Hollywood, and the picture above bears out the selection. After serving as leading lady for Bing Crosby and Bob Hope, Rhonda is now appearing opposite John Payne and Dennis O'Keefe in Pine-Thomas' "The Eagle and the Hawk," a Paramount release filmed in Technicolor. The drama gives the titian beauty her most exciting role.

## Directors' Stop Watch Put on Movie Kisses

By Patricia Clary

HOLLYWOOD, April 15. (AP) Movie kisses are getting shorter. The idea now is just to give the public a preview of what goes on when a camera goes off.

Instead of the 20-second scorches that burned up the screen in the silent days and during the war, directors with stop watches are holding things down to 10 seconds.

"They must wait for the right moment and proper place for anything more," explained Michael Curtiz.

"Everyone knows that when there's a war on, any kiss may be the last for a happy pair. People are more tolerant. But now we have had to readjust our stop watches."

Even in 10 seconds, however, some movie stars have been able to get across the idea. Richard Todd gets a kiss like that from Marlene Dietrich

in "Stage Fright." Steve Cochran has a moment or two with Joan Crawford in "The Damned Don't Cry" and was clocked at 10 seconds flat. "It was anything but flat," Cochran commented when he emerged shattered.

Ruth Roman and Dane Clark go into several clinches in "Barricade," the longest of which lasted seven seconds. June Haver and Gordon MacRae kept it down to six seconds.

"They know what's good form and what isn't," director David Butler explained. "Otherwise I wouldn't undertake to set a time limit for either of them."

Marle Wilson: "I feel like I am looking at someone else. It doesn't seem like the real me up there. Little characteristics that I am not aware of suddenly stand out." Dean Martin: "Frankly, I get a big boot out of seeing myself. But my hands and feet look awfully big. I guess they are."

Jerry Lewis: "I get scared, but I can't tear myself away from the screen." Corinne Calvet: "I'm never satisfied with what I see. I look different than I imagine myself to be."

## Record Album

By Delos Smith

THERE'S been a bit of phonographic exploring lately among the works of the young Beethoven. Rewarding projects, all. One is the Notturmo which the master himself arranged for viola and piano from his Trio, Opus Seven, composed in his 26th year.

William Primrose and David Stimer play it. Pre-Eroica Beethoven has a formalism which invites inflexibility of line and contour. This can, and often does, suppress content. Indeed, if you've ever heard inept performances of the Notturmo, you'll be surprised by its freshness and its multiplicity of lights and shades in this performance, thanks to the free Primrose bowing and uninhibited modulations (RCA Victor; three 12-inch 78 r.p.m.'s or three 7-inch 45 r.p.m.'s).

No less warming to a Beethoven worshipper because it, too, transmits the sense of the giant tearing urgently at his musical swaddling clothes, is the playing of Arthur Balsam, piano; Daniel Gulliet, violin; and Andre Navarra, cello, have given to the trio with the dramatic designation, Opus One (No. 2). A first recording, this (Concert Hall; 12-inch LP).

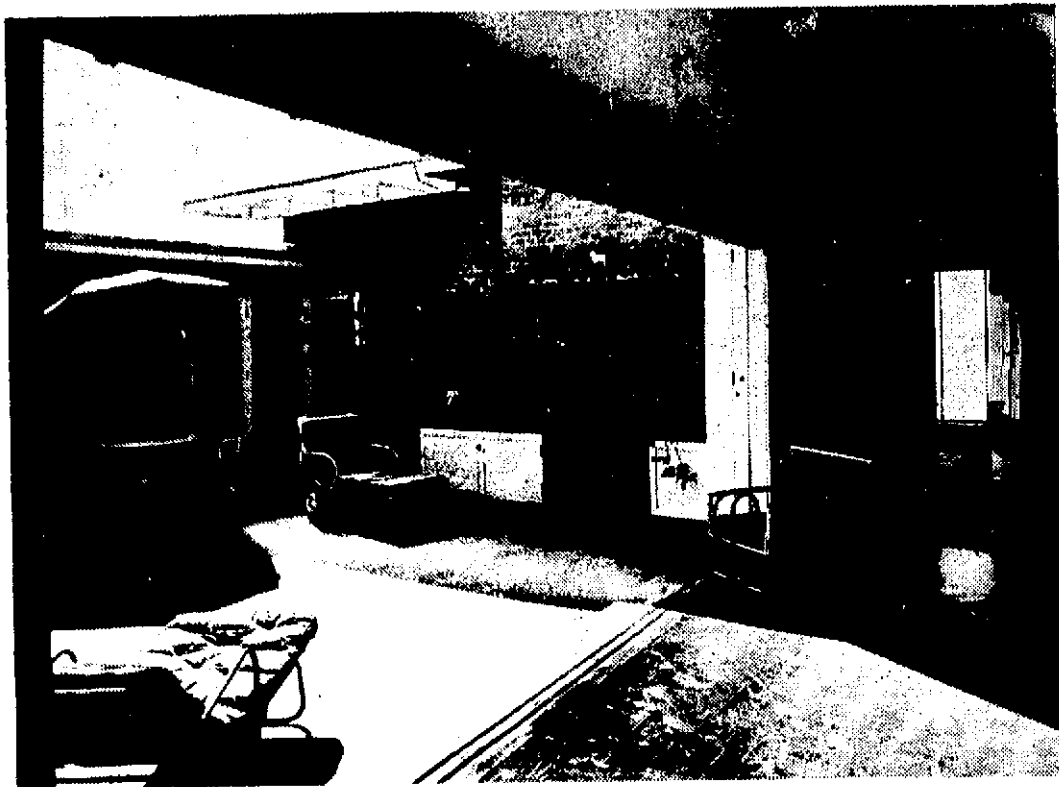
Better known than these, is the seventh violin-piano sonata in C minor, Opus 30, No. 2. Existing recordings were unsatisfactory for one reason or another, largely that of age, and this new one, by Joseph Szigeti, violin, and Mieczyslaw Horowitz, piano, can be welcomed with enthusiasm, even though it merely is a conventional performance by first-rate artists. (Columbia; three 12-inch 78 r.p.m.'s or one 10-inch LP.)

Contrary to the usual practice, Victor has again assigned its two-piano team, Arthur Whittmore and Jack Lowe, to

music written for two pianos, that being Brahms' "Variations on a Theme by Haydn," to which Brahms and Clara Schumann gave the first public hearing. Clean, sharp piano tones and color this pair gives off, again contrary to the usual in two-piano playing. No banging; no musical mugging. It is light, ingratiating Brahms. (RCA Victor; two 12-inch 78 r.p.m.'s or two 7-inch 45 r.p.m.'s.)



# Future Trends in Long Beach Home Architecture



Sliding glass doors and screens disappear to form indoor-outdoor living area in Bryant Essick home, Naples. Hugh Gibbs designed it in contemporary trend.

**W**HAT will be the trend of residential architecture in Long Beach during the second half of the Twentieth Century?

Asked this question in a poll conducted especially for today's issue of Southland Magazine, a number of the city's leading architects came back with some surprising answers. Surprising, not because of the wondrous new materials and gadgets they mentioned, but because of the emphasis which each of them gave to these two points:

Simplicity. Honesty.

If, as was said by the late Howard Meyers of Architectural Forum, "Houses reflect men's lives," these Long Beach home designers evidently expect us to be a finer and more direct people by the year 2000.

They agree the trend is away from useless ornamentation—such as fake shutters—towards honest use of the new materials which science is developing. They also agree that less money will be spent trying to impress the public. Instead, attention will be focused on improving the livability and interior beauty of the home, while also making it easier to maintain.

Meyers also said that "as (men's) lives change rather slowly, although constantly, the change (in the architecture of their homes) must be gradual." Local architects have the same opinion. They prophesied a steady drift towards simple, functional design, but no overnight revolution.

Louis Shoall Miller, president of the Long Beach Architects Association, believes that improvement in general equipment, air conditioning and heating, introduction of new and better materials, and better design will make modern architecture become steadily more popular.

His conclusions were seconded by Clarence N. Aldrich, who observed that properly designed modern homes not only are more comfortable but also that they do not go out of style.

Hugh Gibbs praised the originators of the styles now called "traditional," but he romped all over their imitators. Instead he urged indoor-outdoor living, related to the privacy and beauty of the garden.

"Our forefathers did not think in terms of building a traditional house, in the sense that they were merely copying," said Gibbs. "They were surprisingly functional in many ways; particularly in view of what they had to contend with. In the past few years our trend has called for first one tradition and then another, but all of these houses have been mere imitations. Squeezing

By Everett Purcell

oneself into a counterfeit colonial is a high price to pay for sacrificing independent Twentieth Century living and thinking."

**KENNETH S. WING** stressed basic simplicity of mass and proportion, with flexible floor planning geared directly to the physical and emotional needs of the family. The material used in tomorrow's house will not be camouflaged to imitate another material, he believes.

"Indoor and outdoor space will become as one—each expanding and contracting as the needs of the family change," Wing declared. "Color will take its place in this picture, becoming an integral part of the planning by developing and defining space through its application. The exterior development of the house of tomorrow will directly express the planning of the interior."

Palmer W. Power spotlighted the growing importance of the type of landscaping which blends the outside areas surrounding the house into an interesting whole. He also emphasized the trend towards greater concern with interior appointments and floor plan rather than with a pretentious street front. Simple treatment of walls and ceiling, providing better backgrounds for display even of traditional furniture, is among the important trends, he added.

Thomas J. Russell believes that beautiful, small gardens will be adapted to the more open design of homes as a restful relief from the pace of city life. A new sense of space, unique to this time, will produce larger recreation areas. Patios will be better used as they are enclosed and heated with radiant floor slabs. More efficient kitchens, more wisely planned storage facilities, better heating and insulation are foreseen by Russell. They will accompany a break with the past and recognition of the "living advantages of good contemporary design."

Roger K. Nissen, taking note of world politics, said that everybody might be living underground by 1990—but he doesn't really believe it. Instead, here is his idea of a want-ad which Long Beach residents may see

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Home of Carl Sprinkle, 680 Terraine Ave., turns its back to neighbors and achieves secluded living area in rear. James A. Pine was the builder.

in the Press-Telegram of April 15, 1950:

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pneumatic grocery delivery service. There are three bedrooms, each opening onto a private terrace through sliding glass walls operable by bedside switches. The bathrooms are all of the prefabricated plastic-and-metal one-piece type, complete and compact. Both directional and indirect lighting are used throughout the house. Heating is atomic radiant from all room surfaces. The electric dust-elimination and air-conditioning will work even with the windows open. Sound conditioning is installed in all rooms. Interior walls and floors are scuffproof, scratchproof, waterproof plastic, harmoniously colored and easily cleaned with a damp cloth. All exterior entries are equipped with keyless door knobs with secret combinations."

## Pet Parade

By Bill Conway

**R**OUGH and tumble playmate for his husky owner, Duke of Los Altos, an 18-month-old male Boxer is one of the best-trained dogs in California—rated by some as the second best dog in the state in obedience.

Duke is owned by Eugene Lee, 5456 Daggett St., in the Los Altos district of Long Beach. He has been trained by his master in obedience classes at Griffith Park, Los Angeles, where he placed second in competition with 35 other dogs.

In the recent Long Beach dog show, Duke took first place as the highest-scoring Boxer in the show and was highest-scoring dog of any breed in the show in obedience tests. He also took fourth place in breed in show competition in the senior puppy division. All of these achievements were made while Duke was still a puppy.

At Ontario last August, Duke took second place in obedience in competition with



—Photo by Joseph Risinger.

Duke of Los Altos, owned by Eugene Lee, is an example of what a husky, well-trained Boxer can be.

(Advertisement)  
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Does your dog constantly scratch, dig, rub and bite himself—often until his skin is raw and sore? He may be perfectly clean and flea-free, but suffering from an intense itching irritation that has centered in the nerve endings of his skin. He is in torment and can't help scratching—unless you try to help him. Try giving him Rex Hunters Dog Powders, once each week, and note the quick improvement. One owner writes: "If my dog could talk I know he would say thanks for Rex Hunters Dog Powders. He was raw and sore from scratching and just lay around. Now he plays and is full of pep." Ask for Rex Hunters Dog Powders at any good drug store, pet or sport shop. Only 30c. (Large box only \$1.00.) Important: Continued diarrhea—rectal itching. When your dog shows such symptoms, suspect Worms. Rex Hunters Dependable Worm Capsules give immediate results.

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Sunday, April 16, 1950



# Roosevelt and His Foreign Policy

By Jack Ellwanger

ROOSEVELT—FROM MUNICH TO PEARL HARBOR, by Saul Bellow. Creative Arts Press, 140 N. 10th St., New York, N.Y. \$4.00.

UNDOUBTEDLY there will be many who will take issue with the publishers' contention that this study of Mr. Roosevelt's construction of a new foreign policy is honest political writing; but they will have to be smart, for they will be called upon to use no little ingenuity in trying to interpret Mr. Bellow's writings as contrary to fact. That is because the author has done considerable research in digging

up the speeches and writings of the late President and those who worked with him in shaping foreign policy so that he could present, word for word, from chapter, verse and line, the evidence on which he builds his statements in "Roosevelt—From Munich to Pearl Harbor." The author shouldn't object, however, to those who might cast a skeptical eye upon his work, for he himself devotes much of his work to a castigation of the late eminent historian, Dr. Charles A. Beard, and others whom he charges with distorting the record. Professor Rauch uses the record, date by date, to show

that President Roosevelt was an unparalleled architect of world peace. He cites the record to show that Mr. Roosevelt did his patient best to prevent this country's entrance into the recent war. He uses behind-the-scenes evidence to show that Mr. Roosevelt was an astute statesman who, before the U. S. entered the war, made no commitments that he felt could get our nation involved, though he did come close to it on June 10, 1940, with his famous "dagger-in-the-back" speech about Mussolini entering the war on the side of Hitler by attacking France. Professor Rauch, who shows

himself to be a staunch defender of the New Deal, pictures Mr. Roosevelt as a leader in internationalism as early as 1920 when, as a Vice Presidential candidate, he supported the stand against isolationism by backing this country's proposed entry in the League of Nations. In all, this book makes interesting reading, despite one's politics, for the bit-by-bit picture of our foreign policy in the making over a period of crises-filled years tends to make one more conversant with the problems our nation is facing in the all-too-immediate future.

## Newcomer Clicks With Rare Tale

By Jane Epley

RED BONE WOMAN, by Carol Tillery. 311 E. New York, The John Day Co., \$3.00.

WHEN gentle Mr. Randall, in his widowed loneliness, marries a Red Bone woman named Temple, he starts a cycle in his life that ends with a fight against a white-headed mob. But while the story is told from Mr. Randall's viewpoint, the book is Temple's.

Temple's first appearance in the book is not favorable, for she is unwashed, unspeaking, over-entitled. But she grows on the reader as she grows on Mr. Randall, her quiet humor gets us chuckling, her quiet understanding increases our knowledge of humanity, and suddenly we know we love her and respect her.

Mr. Randall fears Temple's origins, and his efforts to find out just what "Red Bone" people are form a most interesting part of the novel. They called themselves "Spanish white people," but the "regular white people" called them "niggers" or "mulattos." Mr. Randall finds in his satisfaction just what they are—and Louisiana folk who read the book will be enlightened entertainingly.

Author Tillery is a newcomer in literature, but his simple style needs no polishing. Such compassion, humor and understanding as he shows in "Red Bone Woman" are rare ingredients. And it is hoped he puts them to work soon in another novel.



Allan Vaughan Elston, Santa Ana, is the author of "Deadline at Durango," a novel dealing with the life in the old west when Durango, in the San Juan basin of Colorado, was wide open. See review.

## Outlaws Kiss Dust

By Gerald Lagard

DEADLINE AT DURANGO, by Allan Vaughan Elston. 224 pp., New York: J. B. Lippincott Co., \$2.50.

THE reader may always expect something extra from this author. His westerns are a bit more stylized and this one is no exception. When Jeff Lantry comes into Durango he doesn't come as a gunman. He is a man for the lucky break, and he has learned to use them during a past on the river boats and in the cities. And so the man who was lynched for a seemingly pointless killing is recognized by Jeff as a bank robber, and it is not long before the Lantry luck brings him to the loot.

And Durango is good to Jeff. He buys cattle and puts them out on shares, until soon he has 20 men running his many brands, and all of the men but two good ones. That one man was a weakling led to trouble and the coming of Marcella Blair into town. Another woman, one whose ways are strictly her own, has an eye for Jeff. And when he is reluctant she finds a way to add to the growing trouble with the big cattlemen who object to Jeff's spreads. Plot piles upon plot, until the final payoff when Jeff Lantry at last clears his mind of the guilt he had packed for years. He also clears the valley of the outlaw killers in an action-packed finish which is satisfactory and completely in the Elston manner.

## Smaller Tots Will Like This

DOGS OF COURAGE, story by Mabel White. 100 pp., New York: Whittaker House, \$2.

THE BINGLES OF BOSTON go abroad in quest of the mate to Great Grandma's china cat. They visit cousins everywhere, have a hilarious time, but it is Great Grandma who finds the lost cat. A cute story that smaller children will love. The attractive illustrations, many of them in color, are by the winner of the 1948 Caldecott Award.

## Unusual Books

THE spirit gods of old Hawaii stalk through the pages of Marjorie Sinclair's new novel, "The Wild Wind" (The John Day Co., \$3.). The reader feels himself transported to the island racial haven of Makalana where Lucia Gray, fresh from New England and a marriage that ended in divorce and a nervous breakdown, wages a battle against the ghosts of the past. Wounded racial pride, loss of dignity and despair are strong undercurrents. A unique study of a social problem, this book also entertains with an interesting narrative of romance.

AN ARTICULATE chemist, Anthony Standen, flings a handful of harpoons at his colleagues in "Science Is a Sacred Cow" (E. P. Dutton & Co., \$2.75). Although some of his barbs sink into straw men, he scores enough valid hits to fill the air with cultured cries. His chief objection to Scientists (with a capital S) is that they have over-inflated the scientific method and in the process have 'themselves' grown too big for their britches. Urbane and provocative.

FISHERMAN and would-be fisherman who would like a handbook covering every phase of their sport, from how to tie a hook on a line to expert advice on fly casting and taking the big ones from the Pacific, can do no better than "How to Tackle a Fish" (Popular Mechanics Press, \$2). Scores of flies and plugs are shown in brilliant color, and there are hundreds of black-and-white illustrations. This is as complete a treatise on fishing and angling lore as experts can make such a book.

FOR the baseball fan of any age "Big-Time Baseball" by Harold H. Hart and Ralph Tolleris (Hart Publishing Co., \$2.95), will be most welcome. Nothing that ever happened that is important in the ball-and-bat business is left out. It spans major-league play for a half-century, bringing in not only the all-time greats but the present stars, what they have done and what they may be expected to do. And perhaps the greatest department in the book is the "Big Moment" section; here are the great tales of great men in action on the diamonds of America.

## Duty Calls Race Fans to Pacific Get Break

KING-DOCTOR OF ULITHI, by Marshall Hall. 128 pp., New York: The Macmillan Company, \$2.50.

A CAPTIVATING account of the wartime experiences of a Navy medical officer assigned to an island paradise in the South Pacific to rid the "aborigines" of a dreaded scourge. To his surprise, the "aborigines" turn out to be happy, contented, deeply religious natives with a high social order and way of life that soon "grows" on the doctor and his lone assistant.

The Islanders' affliction soon yields to modern medical "know how," and the doctor and his assistant carry their assignment above and beyond the call of duty, constructing a school, church and store for the friendly people. Out of gratitude, the natives crown Dr. Vines "cooking" with the island's incumbent ruler, King Uga.

This book, illustrated with actual photographs, provides interesting reading for all; those who dream of finding a "desert island paradise" in our troubled atomic age will be enthralled by this account.—T. K.

## Long Beach Best Sellers

- FICTION:
1. BEACH BRIGHT RIVER, by M. C.
  2. THE CARDINAL, by Robinson
  3. MR. MIDSHIPMAN HORNBLOW, by J. K.
  4. MINGO DABNEY, by Street
  5. JUBILEE TRAIL, by R. W.
- NONFICTION:
1. WORLDS IN COLLISION, by W. L.
  2. RAVEN TIME LIVING, by B. L.
  3. THE GREAT STORY EVER TOLD, by G. L.
  4. THE BABY, by L. L.
  5. THE SHIP AT SEA, by L. L.
- JUVENILE:
1. PUNNY BUNNY, by L. L.
  2. FIRST BOOK OF COYBOYS, by B. L.
  3. LIGHTNING IN THE SKY, by L. L.
  4. TEN LITTLE CHOCOLATE TALES, by L. L.
  5. GOLDEN BOOK OF WORDS, by L. L.

## Art Exhibited

"RHODODENDRONS," oil painting by Mrs. Queenie C. Stein, 505 Cedar Ave., artist and teacher of painting, who has lived in Long Beach for six months, is shown at 130 E. Fifth St.



John Carr, writer and artist, displays an oil painting of Portuguese Bend and a striking water color character study included in his current show at 268 Redondo Ave.

## Books, Writers

### 'Baroque Splendour' Aristocratic Volume

By Joseph Joel Keith

CREATIVE AGE PRESS comes up again with the most striking book of this period. It is "Baroque Splendour," by James Reynolds. This handsome book about architecture, with Mr. Reynolds' full-page illustrations, takes us through Europe, Russia, America, Mexico; and as we enter the fabulous castles and aristocracy's hunting lodges and wind through the great churches, we see with wider eyes the richness and the high drama of an earlier day.

We find dusty old theaters all over the United States, Mr. Reynolds informs us, and if these "old barns" were cleaned, we will have "evoked an era when the Rococo was treated with more interest and respect in America, more knowledge of its place in the roster of great design, than ever it had been since the cultured landowners of Virginia . . . ."

"Baroque Splendour" is an aristocratic beauty. WHEN JAMES REYNOLDS' previous volume, "Gallery of Ghosts," was reviewed in this section the gentlemen of the presses had me calling this fine artist-writer "irresponsible" when I had called him "irrepressible." Now, boys, "irrepressible" is still the word for Mr. Reynolds. And add to that, please: A HIGH intelligence.

Two noted women artists—Ruth Peabody of Laguna Beach and Jessie Ray DeWitt of Oceanside—have exhibits in Recreation Park clubhouse. Water colors by Margaret Dobson of Los Angeles are shown in Houghton Park clubhouse. An exhibition of water colors by Art Landy of Bellflower hangs in Alamitos branch library.

Ruth Peabody, widely known for her paintings and sculpture, was born in Highland Park, Ill., studied in the Chicago Art Institute. She has won honors from the Laguna Beach Art Association, Los Angeles County Fair at Pomona, Orange County fair. She won the Evelyn N. Lawson \$100 purchase prize, California Art Club prize for figure painting and executed the bronze memorial fountain for the Laguna Beach Humane Society, placed on a boulevard corner opposite the art gallery. Her paintings in the current exhibit are beautiful for their color and simplicity. They leave out all non-essentials; are modern in their treatment and show knowledge of technique and composition. They include "The Glass Pitcher," "A Little Pig in New Mexico," "Matillias," "Monkey Business," "From My Garden," "Stepping Stones," "Guinea Hens," "Cinerarias," "Dotted Swiss Curtain."

Jessie Ray DeWitt, a talented member of the Women Painters of the West, La Jolla Art Group and Laguna Beach Art Association, also does paintings in the modern manner, although her pictures are more subdued in tone. The show includes the oils "Taxco Street Scene," "Balboa Painters," "Life Guard," "Mary," "Palomar Mountain," "Sunday Afternoon," "Boat Harbor" and the water colors, "Chinese Horse," "Our Alley" and "Military Police."

## In Art Circles

### John Carr Opens One-man Exhibit

By Vera Williams

WHEN he pounded a typewriter beside them in the busy Press-Telegram newsroom toward the end of the war, few of his co-workers knew that John Carr could paint or draw.

Now it is disclosed that he is quite an artist. John has a one-man exhibition in the newly opened House of Sherwood Gallery, 268 Redondo Ave. He has a picture in the B-Q Gallery, 3714 E. Broadway. He is Long Beach Art Association chairman for the Outdoor Art Festival at Bixby Park May 20 and 21. An increasing number of Long Beach residents—Mr. and Mrs. Craig Hosmer and Mr. and Mrs. George Shibley, among them—are acquiring with pride portraits and landscapes with the scrawled "J. Carr" signature in the corner.

The son of Mary Carr, stage and screen actress and the late William Carr, writer, actor and director, John started his art education at the age of 14 in the Manhattan (N. Y.) Art Institute. He then attended the Chouinard Art Institute, Otis Art Institute and then the Los Angeles County Art Institute. He illustrated an article on buried treasure in Liberty. His sketches and cartoons have appeared in quite number of Southern California newspapers.

"The Tree," one of his two pictures in the Art Association juried show last fall, now is in the B-Q Gallery. It is high lighted by egg oil tempera, a technique used by Rembrandt. The House of Sherwood Gallery show includes 15 oils and water colors and two black and white sketches. Included are an oil of Portuguese Bend, a seascape, four still lifes and several portraits. Character studies which high light the show are done with water colors on wet paper. Carr and Donald Wasson, owner of the gallery, hung the exhibition.

Carr and his wife, Ruth live at 2117 W. 19th St. They have a son Michael in the intelligence service in Honolulu; daughter Ann, senior in Poly High School, and son Tony, in Garfield elementary school.

## Poetess to Speak

JENNIE M. ZIMMERMAN of Poets' Corners, Northridge, for many years a teacher and editor of poetry, will speak April 27 at a meeting of the Long Beach Writers' Club in Machinists Hall, 728 Elm Ave., at the afternoon session.

A graduate of North Western Conservatory in drama and poetry, Mrs. Zimmerman has been a teacher and critic of verse and verse writing. She edits and publishes Poets' Corners, a newspaper for poets, and is the inventor of the double sestina, the "most difficult poetry form known."

The morning session of the club meeting will be devoted to reading and discussion of poetry and prose submitted by members.

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THE new 3-cent U. S. stamp commemorating the sesquicentennial of our national capital will be placed on first day sale at Washington, D. C., on April 20.

The color will be blue. The central design is a reproduction of the Statue of Freedom which surmounts the dome of the Capitol. Below the statue is a ribbon with the words "National Capital Sesquicentennial—1850—1950."

Stamp collectors desiring first-day cancellations of this stamp may send a limited number of addressed envelopes, not in excess of 10, to the Postmaster, Washington, D. C., with postal note or money order remittance to cover cost of the stamps to be affixed.

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## The Week's Crime

LOOK ALIVE, by Miles Burton. 222 pp. New York: Doubleday for Crime Club. \$2.25.

ANNABEL's great-aunt was a fabulous character but not fabulous enough to be dead in a hammock one moment, and in the next giving a sprightly interview to the press. Still, both Annabel and her life-long boy friend had seen this. It was not until later, when rats began feeding in an abandoned boathouse that a body was found, and beneath it a body much, much older.

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Pine at Fourth





—Inman Photo.

—Inman Photo.

Jeanne Grayson of Poly wears a flared skirt that is typical of spring styles for Teen-agers as seen on high school campuses.

Waffle pique is used for frock which Dianne McConach (above) of Wilson finds attractive, durable for campus wear.

Jordan's Gwen Peterson finds a birdseye pique dress just right for school wear. Inverted pleat in front adds graceful fullness.

## Breadbox Variety

By Mildred K. Flanary

AROMAS that emanated from grandmother's kitchen on baking day will never be replaced in the memory of childhood days. However, baking days in the modern era yield more variety in those aromas—and greater variation in baked foods, too.

An example is Banana Rye Bread, welcome food for persons allergic to eggs, wheat or milk because none of these ingredients is used to make it. Banana Rye Bread has fine grain, tender crust and will stay moist and fresh for several days. It's good plain, toasted and used in sandwiches. To make it, choose fully ripe bananas, peel, slice and mash them in bowl, beating with fork, rotary egg beater or electric mixer until smooth and creamy. Then proceed as follows:

**Banana Rye Bread**  
2 cakes compressed yeast  
3 tablespoons lukewarm water  
1 tablespoon salt  
1½ tablespoons sugar  
3 tablespoons melted shortening (not butter)

2¼ cups mashed ripe bananas (5 to 6 bananas)  
5¼ to 6 cups rye flour

Dissolve yeast in water. Mix together salt, sugar, shortening and bananas. Add half the flour and beat until smooth. Beat in the dissolved yeast. Add remaining flour gradually and mix well. Turn dough out onto a floured board. Knead about 8 minutes, adding just enough additional rye flour to prevent sticking. Place dough into a lightly greased bowl. Cover and let rise until double in bulk (about 2 hours). Turn out again onto floured board and knead lightly about 2 minutes. Shape dough into 2 loaves. Place into lightly greased bread pans (8x4x3 inches). Cover and let rise again until double in bulk (about 1 hour). Bake in a hot oven (425° F.) 5 to 10 minutes, or until crust begins to brown. Reduce temperature to 350° F. and bake 35 to 40 minutes longer, or until bread is done. Remove from pans. Brush top crusts with water. Makes 2 loaves.

When the bread is thorough-

Corn meal biscuits, crisp textured, complement almost any menu. Their flavor definitely quickens appetites.

ly cooled, store it in a clean, well-aired, covered container in a cool, dry place.

Another bread innovation is Novelty Corn Meal Biscuits. Twist them, turn them, or serve them in plain round circles.

**Novelty Corn Meal Biscuits**  
Makes 12 to 18 biscuits.  
Time: 12 minutes. Temperature: 450° F.

¾ cup enriched corn meal  
3 teaspoons baking powder  
1 teaspoon salt  
4 tablespoons shortening  
¾ to 1 cup milk

Sift together dry ingredients. Cut in shortening until mixture resembles coarse crumbs. Add milk, mixing lightly only until mixture is dampened. Turn out on lightly floured board and

(Continued on Page 8.)

## Teen-Age Fashions

SUNNY days and cottons march hand in hand as far as school-worthy clothes go, and the high school girls are just the ones to realize this. Spring dresses and cotton outfits of all descriptions have been blossoming out like dandelions all over Long Beach campuses.

Skirts and blouses have taken quite a departure from peasant blouses and gathered skirts which have heralded springtime in years past. Flared skirts of butterfly-colored fabrics, usually seen on living-room sofas, are taking the really bright highlights. Adding color to school lawns everywhere in Long Beach these swirling tapestry skirts portray everything from Chinese pagodas to Siamese cats. Sometimes cut from a complete circle this versatile garment is quickly increasing in popularity. One worn by Jeanne Grayson of Poly shows an imaginative pattern of cobwebs.

Blouses of tidy broadcloth, the hometown fabric in cottons, steal the show from old-time white with their vibrant chartreuse, reds, blacks, citrus orange or yellow and Kelly greens. Both the newly-introduced boy-type blouse and the Chinese style blouse like Jeanne's are coming more and more into evidence. Most have three-quarter length dolman sleeves, cuffs showing the in-

By Mildred Killam

fluence of men's shirts. Other blouses invade the men's field further with big breast pockets, stripes, and zipper yokes. Some even button on the left side.

Tomboy shirts, however, do not altogether overshadow feminine blouses in which tucks and lace trims predominate. To mate a shell pink blouse of this kind with navy blue is a most fashion-wise thing to do.

WHEN it comes to the dress category, pique gets a lot of credit for helping to keep

its wearers cool and fresh on warm school days. This old standby for summer has been designed in many new and very charming frocks especially made for campus wear. The waffle pique modeled by Dianne McConach of Wilson sports a button-on white yoke trimmed with rick rack. The rest is all simplicity, scantily flared skirt and short sleeves.

Another fresh-as-a-daisy birdseye pique dress is modeled by Jordan's Gwen Peterson. It matches a casual, rounded-lapel collar and short sleeves with rounded cuffs on patch pockets. An inverted pleat in front, found in so many present skirt styles, gives graceful fullness.

## A Decade

(Continued From Page 2.)

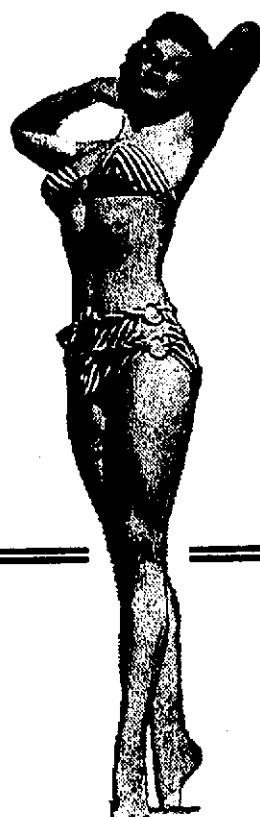
stakes. Soon its face is disturbed by graders and trenchers. Piles of lumber are stacked on it. Forms take shape. Heavy trucks rumble up to discharge their loads of cement. Frames rise. Various materials are delivered and used for their appointed purposes. Piles of rubbish dot the site. At last the building gets its windows and doors. The finish carpenter, cabinet man, tile man and painter go about their tasks. At last the workmen leave, the utilities are turned on, and the moving van arrives with the family's furniture. A few weeks later, the lot is smooth again and much handsomer than before because of the nice new house it bears.

The family makes this house a home, and a home is a well-spring of strength for the city, the nation and the world.



"Beat it, kid! I'm sick of your imitating everything I say!"

Sunday, April 16, 1950



How to Get Slim for Spring

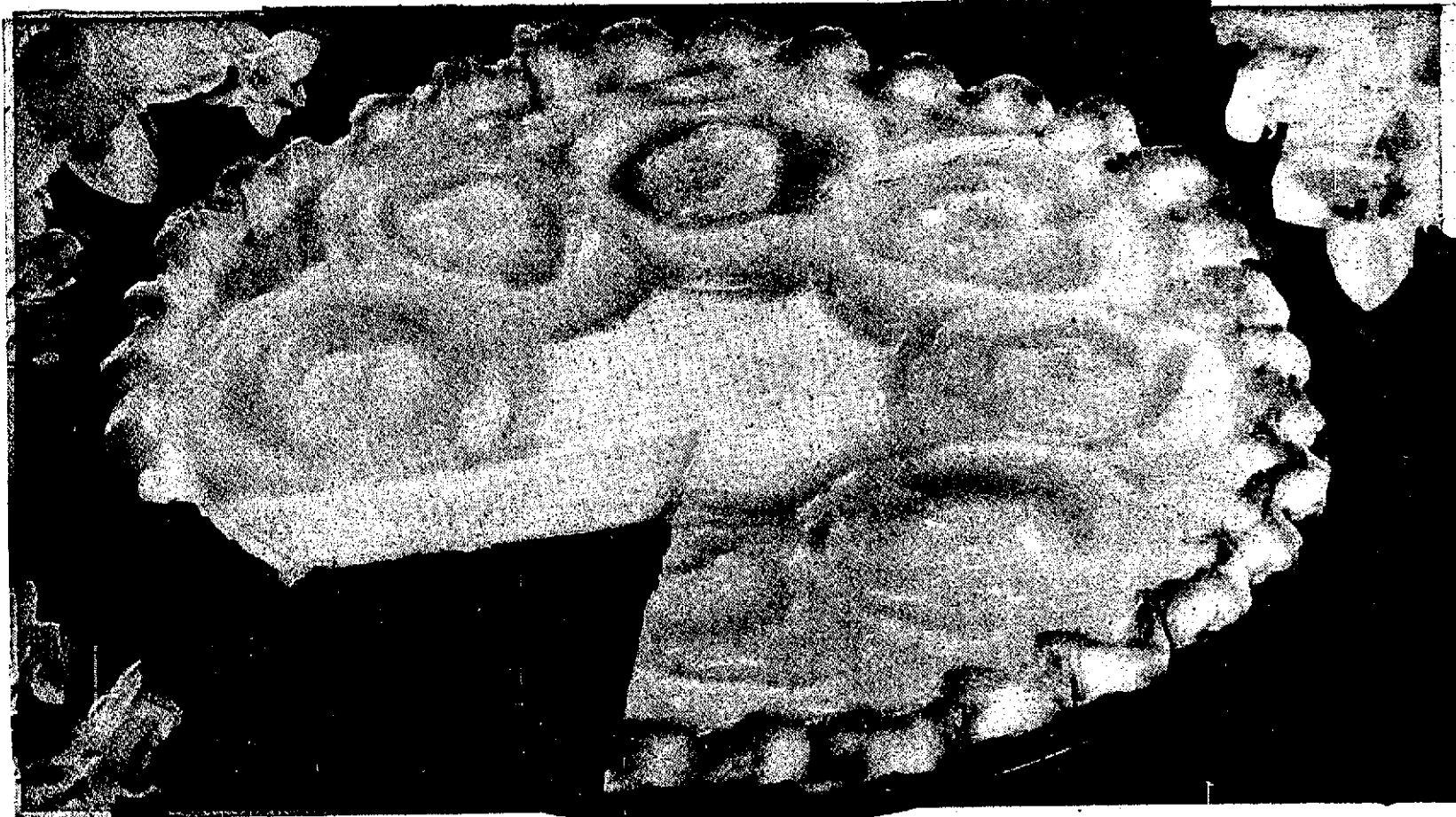
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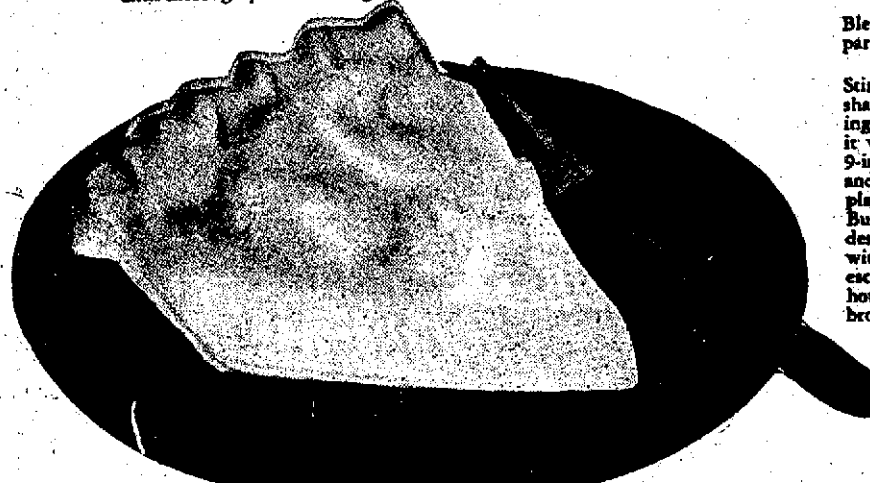


SERVE A BIT OF SPRINGTIME...

## Lemon Velvet Pie

LEMON VELVET PIE by Martha Meade  
Famous Western Food Authority

Sift flour before measuring. Use level measurements for all ingredients.  
Mix together thoroughly —  
1½ cups granulated sugar  
6 tablespoons cornstarch  
½ teaspoon salt  
Add mixture slowly, stirring constantly, to —  
1½ cups boiling water  
Cook over direct heat, stirring occasionally, until thickened and smooth. Then place over boiling water and cook 15 minutes longer. Then add —  
2 egg yolks, well beaten  
2 tablespoons butter or margarine  
Cook 2 minutes more, remove from heat and add —  
½ cup strained lemon juice  
1 teaspoon grated lemon rind  
1 teaspoon vanilla extract  
Take out 1 cupful filling and set aside to cool. To remaining hot filling add —  
1 tablespoon granulated gelatin, softened in  
½ cup cold water  
Stir until gelatin dissolves, then blend in —  
1 cup table cream  
Cool and when mixture begins to jelly, fold in —  
2 egg whites, stiffly beaten.  
Pour mixture into —  
a baked and cooled 9-inch pie shell  
Let stand in a cool place until partially set, about 10 minutes. Then spread the 1 cup cooled lemon filling over top of pie. Keep in a cool place or refrigerator until thoroughly set. 6 servings.



A different taste-exciting lemon pie! Lemon Velvet is a double delight... with TWO unusual lemon fillings in ONE pie. This shimmering dessert with its distinctive tang of tart lemon has been home-tested and approved by the 117 Western women who make up the Martha Meade Home Staff. They vote it extra-delicious...extra-smoo-o-oth...extra-popular. Take their word for it...it's good!

When you use this Martha Meade recipe with Sperry Drifted Snow "Home-Perfected" Enriched Flour you are following the Sperry "Success" Baking Method. Sperry guarantees you'll bake perfect pies every time, or double the cost of your sack of Drifted Snow will be refunded to you. Sperry Drifted Snow is milled under controlled conditions to assure uniformity of performance in your kitchen!

...and here's Martha Meade's famous SUCCESS PASTRY METHOD

Measure into a mixing bowl —  
½ cup shortening  
½ teaspoon salt  
3 tablespoons cold water  
Blend ingredients together with a fork until shortening is creamy and absorbs part of water. Then add all at once —  
1 cup sifted Sperry Drifted Snow "Home-Perfected" Enriched Flour.  
Stir, with circular motion, until pastry holds its shape. Turn out on lightly floured board, pressing quickly into a smooth ball. Roll pastry until it will extend ½ inch beyond outer rim of a 9-inch pie pan. Fold pastry in half, lift quickly and place in pan. Unfold, and gently press in place so there are no air pockets beneath pastry. Build up fluted edge, or finish edge in any way desired. Prick bottom and sides of shell liberally with fork to allow steam formed beneath crust to escape during baking. Bake in a preheated very hot oven, 450° for 10-12 minutes, or until nicely browned. Cool before filling. One 9-inch pie shell.

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SPERRY DRIFTED SNOW "Home-Perfected" ENRICHED FLOUR





## Versatile Flowering Vine

By J. J. Littlefield

If you're looking for a soft, lacy vine that's fragrant—blooms for three months of the year—stands lots of cold weather—and has a good year 'round appearance, then ask your nurseryman for Spanish jasmine, botanically called *Jasminum grandiflorum*.

The white blossoms are sweetly fragrant. This vine grows in sun or partial shade. It can be trained to grow up porch pillars where a thin lacy effect is desired, or used for partial screening.

Red Star GRO-MASTER, Southland's finest complete plant food, will help your Spanish jasmine vine grow abundantly.

You'll be assured that Spring is here when you visit the Southern California FLOWER and GARDEN SHOW at Brookside Park in Pasadena during April 20th through April 23rd.

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By Lillian E. Haislip

FOR MANY people growing begonias is more than a culture; it's a cult. The begonia grower's enthusiasm is exceeded not even by that of the rose fancier. The showy colorful plants and delicate blossoms of the begonia seem to get in the blood of the man or woman who has planted the first begonia plant, or sown the first begonia seed.

The enthusiasm of one of these dyed-in-the-dirt begoniaphiles in Long Beach, spread like a beautiful contagion through neighboring communities and eventually throughout the United States resulting in the founding in 1932 of the American Begonia Society, with 38 branches in America and members all over the world.

Practically in self defense, Herbert P. Dyckman, of Long Beach, started the society with one city club. Because so many people sought his advice when he first started growing begonias as a hobby, he decided they might as well get together in a club for a mutual exchange of ideas. When news of the original club spread, begonia fans from neighboring cities flocked to the meetings. As their number increased they

# Begonia Growing Is a Cult



—Photo by Donnell Culpepper.

Tuberous begonias reward growers with floral beauty such as the White Fimbriata shown here in a corsage.



—Photo by Chuck Grotzinger.

This is a begonia lucerna, a fibrous cane type. From the canes grow heavy clusters of red or pink flowers.

canes grow red or pink flowers in heavy clusters, sometimes as large as a man's head.

In the intermediate grower group—two or three feet tall—the leaves of which are mostly green and the blossoms white or red, he selects the metallic—the leaves have a metallic sheen—the Neely, Gaddis and Prunifolia.

In the hairy leaf group he chooses the Scharfiana, Haageana, Houghtoni. The flowers of this group are white with pink "hair." The leaves, too, are hairy.

The small, low-growing begonias (creepers) are the Sunderbruch and Speculata. The leaves are intermediate in size.

Among the small border plants, or bedders, he includes the semperflorens, Schmideana, Vernon, Weltoniensis, Lady Waterlow. The last named has red and white leaves and pink flowers.

THIS IS Dyckman's method for seeding: Scatter the seeds in pots or flats on top of a soil composed of one-third screened sand and two-thirds screened leaf mold—he shakes the seed from a large salt shaker in which some of the mold-sand mixture is combined with the seeds.

Wet the flat or pot from the bottom. Place paper over the container and glass over the paper until germination starts, then remove paper. As plants begin to thrust up, remove glass and set flat or pot in stronger light, but not in strong sunlight. Prick out plants when large enough to handle. In transplanting the first time use the same type of mixture. For final planting, use fine screened leaf mold, with one part of nitrohumus, two parts of steer fertilizer, three parts of leaf mold and one part of peat which has been composted from three to four months.

Remember: Begonias abhor "wet feet." They like plenty of water, but they don't like to stand in it.

Rex and Fibrous begonias are not to be confused with tuberous begonias, the plants which produce the massive blossoms of many colors.



Beauty of the begonia, both plant and flower, quickens the blood of the true begoniaphile. Plant above is erythrophilla Helix or, popularly, concha folia.



—Photo by Chuck Grotzinger.

Here is a handsome begonia from Mrs. Julius Jensen's gardens in Bellflower. It's called Big Beauty. Begonias have wide range in species, type, variety.

## SNAILS

ARE BREEDING NOW!

Time to rid your garden with

**BUG-GETA Pellets**



Beats old-style meal!

These highly-compressed pellets are cleaner and handier to use. Also, BUG-GETA PELLETS go about 4 times farther than old-style meal: A pound of meal baits about 300 sq. ft.—while BUG-GETA PELLETS bait about 1,200 sq. ft. per pound. That's economy!

**ORTHO**

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organized in their own communities.

DYCKMAN has developed more than a dozen varieties of begonias. He has crossed the Rex with the fibrous and the Rex with the tuberous, besides developing variations in the same types. Now he is working on his "dream" plant. If he succeeds in getting the color he is seeking, he will patent it.

It is this extraordinary range

in the species, types and varieties that is a big factor in the begonia's appeal to the grower who has an almost endless variety from which to choose. More than 1000 species, and more than 5000 varieties of the three groups of begonias, tuberous, fibrous and the Rex are grown.

Another consideration in their popularity is the fact that they thrive in partial shade.

DYCKMAN has his favorites among the various types of fibrous begonias. For the tall growing type he chooses the Lucerna which grows to a height of six or seven feet, and the rubra group. The rubras attain a growth of two to seven feet and color of the blossoms range from white to red. The leaves, like "angels' wings," are large and green. The Lucerna's leaves are green and white spotted. From the

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### TUBEROUS BEGONIA BULBS

5 SEPARATE COLORS, 1-inch bulbs..... **20 for \$1.00**

**Kitano's ATLANTIC NURSERY**

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## Breadbox Variety

(Continued From Page 7.)

knead gently a few seconds. Form into desired shapes:

**Bow Knots**—Roll dough to ¼-inch thickness. Cut in narrow strips about 6 inches long. Tie in knots; place on baking sheet.

**Parker House**—Roll dough to ¼-inch thickness, brush with melted butter or margarine. Cut with 3-inch biscuit cutter. With a knife or spatula make a crease through center of each round. Fold each round in half and seal edges. Place on baking sheet.

**Clover Leaf**—Form dough into small balls. Place 3 balls in each section of a greased muffin pan.

Bake immediately in a hot oven (450° F.) 12 to 15 minutes or until golden brown.

Another tempting bread has been created from a basic beaten batter to serve at luncheons, picnics, teas, and, of course, at dinner. It's a feather-light puff, with a crusty cinnamon-sugar and nut topping, with an

occasional raisin flavoring the inside.

The recipe given here makes about 30 puffs, but they are the size that disappear by two's and three's. They are a pleasant way to insure a quota of B-vitamins and iron in diets.

Favorite toppings will be good flavor company for these nutritious puffs. As a starter, top each with an apricot half after dropping batter into muffin pans; then frost lightly with confectioners' icing after baking.

**Cinnamon Nut Puffs**  
1 package yeast, compressed or dry

¼ cup lukewarm water  
1 cup milk  
¼ cup sugar  
1 teaspoon salt  
¼ cup melted shortening  
2 eggs  
¾ cups sifted enriched flour  
½ teaspoon vanilla extract (optional)  
1 cup raisins  
Soften yeast in lukewarm

## Tips on Gardening

GARDEN tips for the week. . . . This is the time of year when your garden really becomes an outdoor living room. Perhaps it needs some furniture. And to gain the maximum pleasure don't forget barbecue equipment. There's nothing like eating outdoors when the weather is warm. It's part of your Southern California living.

This is a good time to start fuchsias and hydrangeas. The dwarf French varieties of hydrangeas will fit any garden and are smaller and more compact than the older, rambling forms. Fuchsias bloom for

months at a time, can be used for bedding, borders and some assume almost tree-like proportions. Excellent for pillars.

Citrus trees can be started now. If your garden is small, try the Meyer lemon. This is a shrub, rather than a tree. The lemons are sweet when compared with most commercial types. Fruits are produced when the plants are often just a few inches tall.

Annuals such as ageratum, alyssum and Virginia stocks grow with great rapidity. For low-growing plants these will add a note of gaiety to your garden . . . almost overnight.

water. Scald milk. Add sugar, salt and shortening. Cool to lukewarm. Add one cup flour and beat well. Add eggs. Beat well. Add softened yeast. Mix well. Add more flour to make a stiff batter. Add vanilla extract. Beat thoroughly until smooth. Cover and let rise until bubbly (about one hour).

When batter is light, stir in one cup raisins. Drop by spoonfuls into greased muffin pans. Sprinkle with mixture of cinnamon, sugar and nuts. Let rise until light (about 20 minutes). Bake in moderate oven (375° F.) about 20 minutes. Makes two and one-half dozen two-inch puffs.

**Topping**  
¼ cup sugar  
¼ teaspoon cinnamon  
¼ cup finely chopped nuts  
mix together

**Bread Uses**  
Bread's dual role, both as a food itself and as an ingredient is of great importance today. Making use of every crust and crumb, the homemaker can include bread in dozens of en-

trees, stuffings and desserts, saving for the hungry of the world what otherwise would be wasted. To help make fullest use of bread, the following tables have been prepared.

**Soft Bread Cubes**—Stack two or three slices of bread on a bread board and with a sharp knife, using a sawing motion, cut sliced bread into strips of desired width. Cut again in opposite direction to form cubes of even size.

**Soft Bread Crumbs**—Tear a fresh slice of bread into small pieces with the fingers.

**Toasted Bread Cubes**—Arrange soft bread cubes on a cookie sheet. Place cookie sheet under a preheated broiler (400° F.) or in a slow oven (300° F.) and toast until bread cubes are golden brown on all sides, turning occasionally.

**Dry Bread Crumbs**—Grind dry breads through a food chopper, using fine blade. Tie a paper bag on the blade end of the grinder so that crumbs will drop into bag as they are ground.

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Now growing in plant bands, each.....  
These are newer varieties and easier to grow.

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Blooming, gallon size, each.....

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**size Rose, ea. \$1.95, 3 for 5**  
2-year-old patented rose, bushy and full of buds and blooms.

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In full bud or bloom, one-gallon, each.....

Plant these Easter plants outside soon . . . using Georgia Peat Humus in the soil when planting.

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offers  
Gardening comfort in washable, easy to wear style, smart denim.  
Jacket 3.95  
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Dahlias thrive in the Long Beach area, are colorful in the outdoor garden and keep for days as cut flowers.

# Dahlias Offer Variety

By Bob Gilmore

**D**AHLIAS planted now will bloom next fall. This type of plant material possesses a rather amazing range of sizes and shapes. You can start the plants from either seeds or tubers, but the latter is quicker and, for the amateur gardener, much safer. The planting stock is often referred to as a bulb. Actually the so-called tuber is not a bulb at all; it is a tuber. And a tuber, to get your name-calling straight, is an underground stem. Its more or less swollen size is due to the tremendous food reserve stored within its cells. Now you might think that all this terminology is of little value. You might say that all you care about is growing the

thing. But the physical make-up of the tuber is the reason why it grows so easily. The fact is your five-year-old child can be a prize-winning grower of dahlias. Because the tuber is a kind of a stem, it naturally has buds, often called "eyes" by enthusiastic gardeners. The new shoots, that form the stems of the plant, emerge from these buds. If the tuber does not have "eyes," then you will have no plant. So examine the tubers carefully. Don't buy them unless you can identify these "eyes." They appear like tiny swellings. You can force the buds to develop by

placing the tubers in damp sawdust or peat. **T**HE actual planting of a dahlia tuber is a fairly simple procedure. But follow the rules carefully. Set the tuber at a depth of from four to six inches; the lighter the soil the deeper the planting. Drive a stake into the soil at planting time and place the tuber close to the stake but not quite touching it. The "eye" end of the tuber should be adjacent to the stake. The soil around the shoot should be kept moist and friable. It is advisable to fill in the planting hole gradually as the shoot moves towards the surface. Pinch back the lead stem when it is about six inches high. This procedure encourages laterals and ultimately produces a bushier and more attractive plant. Water is essential and plenty of it. During the growing season, and subject to local conditions, you should water roughly from once to twice a week; more often if the soil has a tendency to dry out rapidly. Ordinarily, if the soil

has been properly prepared in advance, it should not be necessary to water after planting until the shoots show above the surface of the soil. Perhaps your greatest problem, connected with dahlias, will be in choosing the right varieties. Since there are thousands of named varieties, you have the opportunity to grow just about any color or size you wish. Perhaps the best you can do is to learn the distinguishing features of the various types; then perhaps select varieties from the types that seem most appealing. **H**ERE are a few of the more important dahlia classifications: decorative, flat petals throughout, the flowers measuring from six to twelve inches; cactus, rolled, pointed petals that are also flattened and usually tightly formed heads; pompons, miniature flowers, rounded and very compact with quilled petals; peony, large, loose-textured blooms; single, daisy-like flower with a yellow center; ball or show type, quilled petals, the flowers almost perfectly round; colarette, similar to the single dahlia but with a collar of small petals plus the regular



Dahlias require staking. Place the stake at time of planting to forestall possible damage to roots.

# Garbanzos.. Food Treat

By Ruth Reece

**L**OOKING for a new dish to tickle your palate? Then how about that gourmet's delight—the garbanzo bean en casserole? Or fried crisp and brown as an appetizer; or combined with toma-

toes, garlic, onions and bacon for a delicious one-dish lunch-eon?

The garbanzo bean, though

not a stranger to California soil, has remained one of the lesser bean varieties grown in this great bean-producing state. Until just recently, a limited market for the garbanzo has been the cause of the limited cultivation of this bean, but with new markets being created, it may now prove profitable for more growers in this vicinity to consider the potentials of the garbanzo.

Garbanzos, high protein beans about the size of nasturtium seeds which they closely resemble, grow on low, spreading plants and, when green, taste somewhat like peanuts. But when ripened and prepared after favorite recipes of the old padres they can put the well-known Boston baked beans to shame.

For garbanzos were first introduced into California by Spanish missionaries, whose records show that 8450 pounds of the beans were produced at various missions in 1831. The garbanzo since has become a staple crop of California.

**R**ANCHO PALOS VERDES garbanzo bean crop totaled about 1,200,000 pounds,

grown on 1665 acres last season. The rancho is the biggest garbanzo bean grower in California, the other two principal production areas being the Santa Maria and Oceanside regions.

Tests have proven the garbanzo thrives under various climatic conditions. It grows well in upland areas, in the interior of both Northern and Southern California, and is little affected by hot weather. Seed planted in dry districts are of superior quality, but well-drained soil is absolutely essential for germination. One of the largest individual growers of garbanzos in the United States is Roy McCarrell who farms about 1000 acres of them and whose ranch headquarters are on Highridge Rd., Rolling Hills.

A large portion of the Rancho Palos Verdes crop goes to American cities having a heavy percentage of Italian and Adriatic residents who like the bean and are its principal consumers.

**N**EXT TO cereals, this bean forms the largest part of the food of the peoples of India, northern Africa, and Spain, and it is an important field crop in all South and Central American countries. Califor-



Garbanzos are a bean high in protein. They are grown in the Palos Verdes area, harvested by giant combines.

# Spruce Up This Spring

By Eleanor Avery Price

**T**HIS IS cleanup time in Long Beach. And here's where the man of the house can really be important. So roll up your sleeves, get your supplies together and—get busy!

Perhaps all the house needs outside is a good hosing, but if it calls for more than that, arm yourself with a bucket of soapy water, a bucket of rinse water, good clean brushes and clothes and, starting from the top, really scrub, rinse, and wipe. Do a small place at a time. Repeat until the whole building beams like the freshly-washed face of a little boy.

Kerosene, poured on cloth or a piece of carpet tacked to a small wood block, wiped over window screens will clean them quickly. If screens have collapsed, brace them with metal braces screwed on at the corners. If last year's awnings are to be rehung, it is to be hoped that they were soaped and rinsed last fall when put away. If they look bad, paint them with special waterproof awning paint.

If awning fabric has rotted at points of contact, repair with awning thread or good

quality carpet thread which is first drawn through beeswax or paraffin to waterproof it. Reinforce repair work. Melted paraffin can be brushed on wherever cloth is subject to strain, although hot sun will have a tendency to melt it.

**A**WNING frames and metal parts of outdoor furniture need checking. If there is rust or corrosion present, clean with sandpaper, wipe with kerosene, and paint with a metallic enamel or good all-weather paint. Stubborn, rusted bolts will give in if bathed with kerosene.

If there is tile around the bath, give it a soap and water bath. Apply trisodium phosphate on stubborn stains while tile is dry. Hydrochloric acid may be used only if tile is known to be acid-proof.

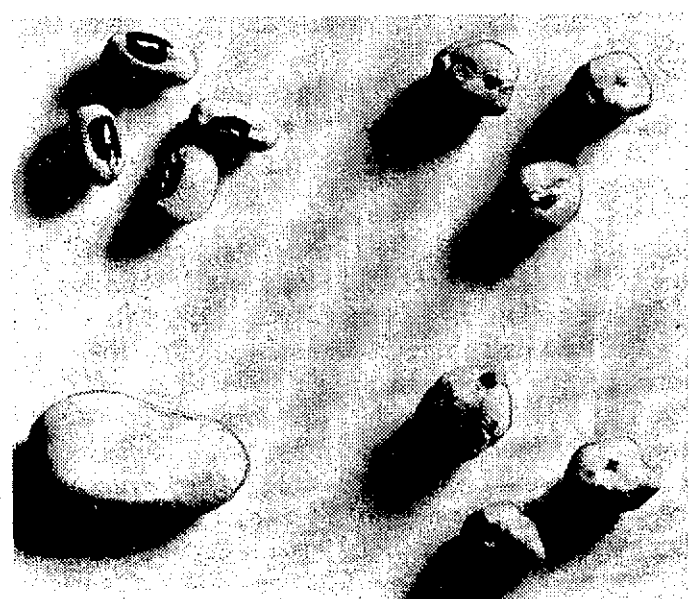
Bricks call for use of the garden hose, since pores must remain open to let moisture evaporate. Some authorities

say that bricks may be cleaned with two ounces soda, one ounce pumice stone, and one ounce salt mixed with enough water to make a paste. Rub bricks briskly, let stand a few minutes, and rinse.

Incidentally, if brick paths are buckling they need better drainage underneath, which can be supplied with gravel or sand as a base.

Painted wooden porch floors or steps like a good soaping, rinsing, wiping, followed by a thin coat of wax. Enameled porch floors should be cleaned with one teaspoon soda to one gallon hot water. Do not repaint unless old paint is scraped up.

Printed linoleum on play porches can be cleaned with one tablespoon turpentine to three of linseed oil in one quart scalding water. Inlaid linoleum takes a spring treatment of two parts raw linseed oil to one part turpentine. Allow to remain on floor several hours. Wipe off and polish with a soft cloth.



Garbanzos (right) shown with black-eyed peas (top left), lima bean (lower left) slightly larger than actual.

nia-grown garbanzos are being shipped into Mexico, Cuba, South America, and may become one of the state's major crops.

Here are two recipes for cooking garbanzos, as distributed by Rancho Palos Verdes:

## Garbanzos Casserole

- 1 pound garbanzos
- 2 medium-sized onions
- 4 slices bacon, cut fine
- 1 small clove of garlic, chopped very fine
- 1 small can of tomato sauce

**Method:** Soak beans overnight; then stew in water until tender; drain, place thin layer of beans in casserole dish. Add layer of chopped onions and garlic, mixed. Sprinkle half of the bacon over the onions, and repeat above process, ending with final layer of beans on top. Pour tomato

sauce over this combination and bake in 400-degree oven for one hour. Serves eight.

## Garbanzos Basque

(From the mother of one of the farming families of Basque descent.)

Soak overnight, two cups of garbanzos, two quarts of warm water, two tablespoonfuls of salt.

In the morning, drain the beans and put to cook in 1½ quarts of warm water over a low flame. As the beans approach the boiling point, skim off the foam and add half of an onion, a piece of ham or ham bone or soup meat, and cook 2½ hours. When the garbanzos are soft, add one-half can of tomato sauce, a sprig of thyme and salt and pepper to taste. Cook about an hour longer. Serves 6 to 8.

**Dahlias** Large decorative, exhibit pompon and cactus types.....each **35c**

**Pelargoniums** 3" pots, each 35c..... **3 for \$1.00**

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**Jumbo Pansies** Dozen.....**25c**

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Over 100 Varieties



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**BLOOMING ROSE BUSHES** each **75c**  
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**FUCHSIA** ..... **59c**

**FLOWERING CRABAPPLE** .. **20c**  
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# Spring Flower Show



Beautiful flowers and pretty girls join to publicize the Spring Flower and Garden Show at Brookside Park, Pasadena. Lila Monkhouse will help greet first-day show visitors on Thursday.

Splashed with scented beauty of flowerland's most spectacular colors, the 12th annual Southern California Spring Flower and Garden Show this week in Pasadena's Brookside Park is attracting floral exhibits from throughout the Southland, from other sections of the country and even foreign lands by fast air and rail transportation. Long famed for its fabulous orchid exhibits, the show this year will feature the exotic blooms in greater profusion due to an official visit of officers and trustees of the American Orchid Society. The west's top orchid growers will compete for the society's awards, including the silver trophy for most meritorious orchid. The first 100 women entering the show at the opening Thursday noon will be greeted by Eleanor Payne, "Orchid Queen," and will receive one of the choice blooms. Thousands of flowers will be shown. Gates will open at 10 a. m. Friday, Saturday and Sunday, closing at 10 p. m. each night.



Camellias will have a prominent place and Caryl and Carylyn Seitz, Pasadena twin sisters, hold baskets of the richly-hued flowers. Thousands of blooms will be seen in spectacular arrays.



Daffodils will occupy one entire section of the spring show, to be presented in the Fannie E. Morrison Horticultural Center in Brookside Park. Marilyn Floaten shows flowers to advantage.



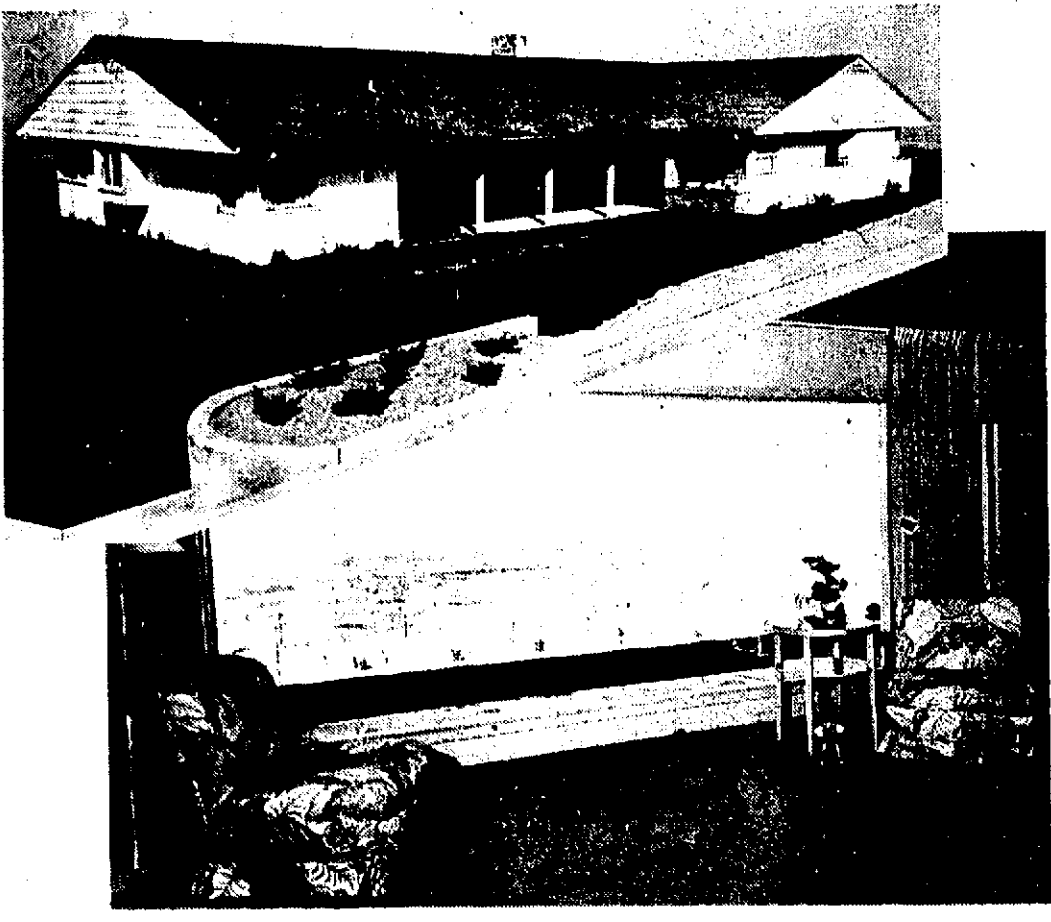
Peter Valinga and his tulips are from Holland. The jovial Dutchman, one of the west coast's largest bulb growers, will exhibit tulips and hyacinths. Carolyn Gardner admires blooms.

—Roy Watson Photos.



# Ranch Style on a Hill

By Dorothy Killam



Another view-giving window is situated opposite the wall of birch built-ins installed in the dining room.

Seen from the driveway is the hillside home of the Walter Meng's (top photo). A grand panorama lies below the window (lower photo) of this hillside house.

**D**RAMATIC vistas of coast line and neighboring inland areas, looking both toward Long Beach and Santa Monica, are figuratively built into the home of Mr. and Mrs. Walter F. Meng in Rolling Hills. The beautiful views are brought into the house by liberal use of large expanses of glass.

The home, designed by Hedden and Shelley, architectural engineers, stands on a site scooped from the side of a steep hill on Hackamore Dr., Rolling Hills, and is arranged to take full advantage of the magnificent panorama below. Windows are well placed and spacious, some of them reaching from floor to ceiling.

In the living room, windows in opposite walls provide entirely different views. One looks out over Long Beach and miles of surrounding area, but the other is a secluded view of terrace and lawn enclosed by the steep bank of the hill above.

The 2732 square feet of floor space which make up this ranch-style home are divided into living room, den, dining room, kitchen and two bedrooms. A spacious service porch, where Mrs. Meng does her ironing, sewing and washing, is built on the kitchen. The large living room opens directly into the den with only the fireplace and chimney separating the two, making it easy to entertain large groups.

**A** PANEL of flagstone planting boxes and the flagstone chimney not only forms the wall between living room and den but create an entrance hall for the front door. The bedroom hall opens into this entry. These rock walls add to the texture pattern of the room.

The large expanses of glass in the living room are draped with rose-colored curtains which can be pulled across the windows to filter the sunlight. Since these windows are planned for privacy from any of the roads leading to the house sheer curtains are the only type necessary. A wide overhanging roof keeps most of the unwelcome hot summer sunshine from entering.

Flush lighting in the overhanging lights up the terraces and the newly planted garden at night. These gardens just outside both living room windows are important to the interior because the floor-to-ceiling windows give a perfect outdoor view. Glass doors in both living room and den lead to the outside.

The fireplace is unusual because it opens through to the den with no partition between, in other words the same fireplace serves both rooms. It is

built high in the wall of flagstone so stooping is not necessary when the fire is made. A copper hood decorates both sides as does a flagstone hearth. The flue can be opened or closed from a lever set at an easily reached height on the outside of the chimney. With this arrangement it is unnecessary to reach up into the chimney to adjust the damper.

**W**ALLS, ceiling, woodwork and carpeting are all the same shade of gray green. A bookcase set in the flagstone wall is painted to match the walls. Color variation is also provided by the flagstone used in soft shades of blue, yellow and pink. A deep green couch stands against a wall painted to match. A pair of chartreuse lamps on flanking side tables are tall for better illumination.

A drop ceiling has flush lights set in its under side and fluorescent tubes provide a soft indirect light from its top.

Wide windows in the den and a glass door bring in more of the breath-taking view. Cor-

nice boxes are of redwood to match the paneled walls and Meng has decorated them with ranch brands. Meng made this ornament by burning the wood with a heated screw driver.

Photographs, many of them reminiscent of good times the Mengs have enjoyed, are grouped around the windows and with an antique clock. A rubber tile floor is practical for this room. Wicker furniture is painted yellow and fitted with yellow and blue pillows. A snack bar is shaped like half a horseshoe and topped with red durable material.

In the dining room, which is an alcove off from the living room, one wall is window and the opposite is devoted to built-ins of naturally finished birch. A cabinet in its center has glass sliding doors and the rest of the wall space is taken up by paneling, drawers and cupboards. In the ceiling above the dining room table a pin point of light shines through a small aperture lens to spot-

(Continued on Page 12.)

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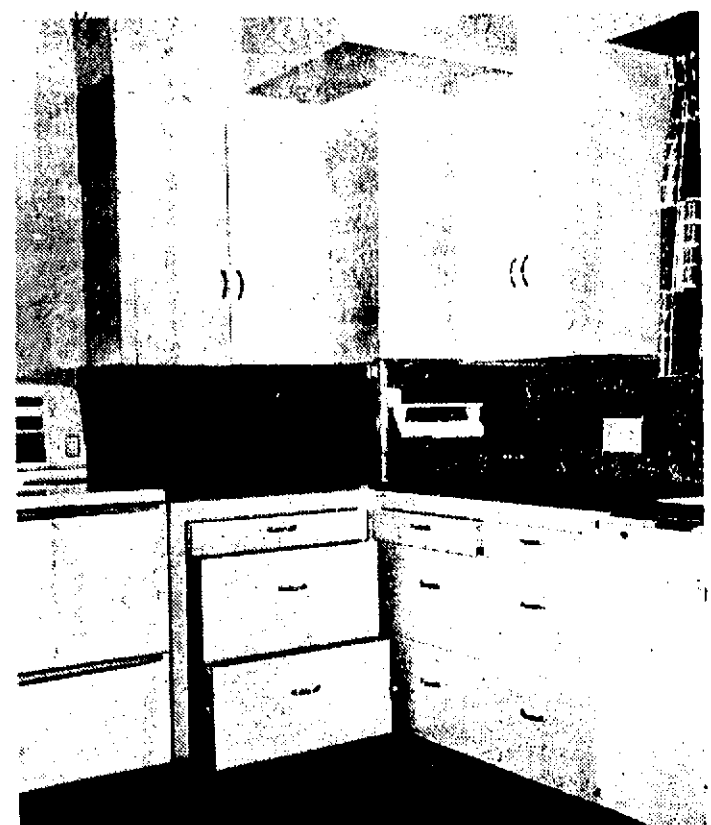
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### Here's an Idea

## Corner Cabinet Vanishes

By Dot Jewell



Corner cabinet is eliminated by pull-out drawers. Space between is used by a water heater on porch.

**T**HE awkward corner cabinet is eliminated here by the use of drawers which pull out from either side. The space between is used in the service porch for the water heater. Cabinets above are set back so their doors can be left open without interference.

This kitchen is in the home of Mr. and Mrs. Albert Eselun, at 2061 Dawson Ave. Its U-shaped work counter with stove at one end and refrigerator at the opposite end is a popular arrangement being used in many modern homes. And in this home it is an especially good arrangement because back-breaking corner cabinets have been eliminated.

The work area next to the stove has a wooden top where Mrs. Eselun can chop her vegetables before putting them on to cook. Sink and dishwasher are placed in the center of the counter, under a window looking out on the street in front of the house. The dishwasher pulls out from under the counter to leave more counter space available.

The work space next to the refrigerator is also topped with a cutting board—the ideal place to make salads. The work counter around the sink is covered with formica which also is used on the splash board behind the counter.

## Decorating Topics

By Edgar Harrison Wilemna

**M**ANY people are at a loss to know how to start a color scheme for a room. The right way is to select first of all a color key. This might be the wallpaper, if one is to be used, a drapery fabric, upholstery material, a rug, or even a picture, provided several colors are in the article so chosen. Some of these colors, not necessarily all of them, are then repeated in all the other articles that are to be used in that room.

Suppose, for example, you start with a wallpaper that has turquoise as the background color with yellow, brown, and plum colors in the design. The woodwork and ceiling should be painted the same color as the background of the paper. The floor covering might be brown, and if it is a living room, the sofa could be covered in a yellow or gold fabric trimmed, perhaps, with plum color. One chair could be in a lighter brown than the rug, another and still another chair in the plum color. The draperies might be striped, or if it is an informal room, a plaid, picking up two or three of these same colors.

This procedure would be true if the drapery fabric were the key to the color scheme. Suppose it were one with a yellow background, with turquoise, brown, and plum colors in the design. Here the walls, woodwork, and ceiling might be yellow and the other colors distributed around the room as previously explained.

A smart picture often makes a very desirable color key, be it landscape, a painting of flowers, or even a portrait.

## "LAKEWOOD"

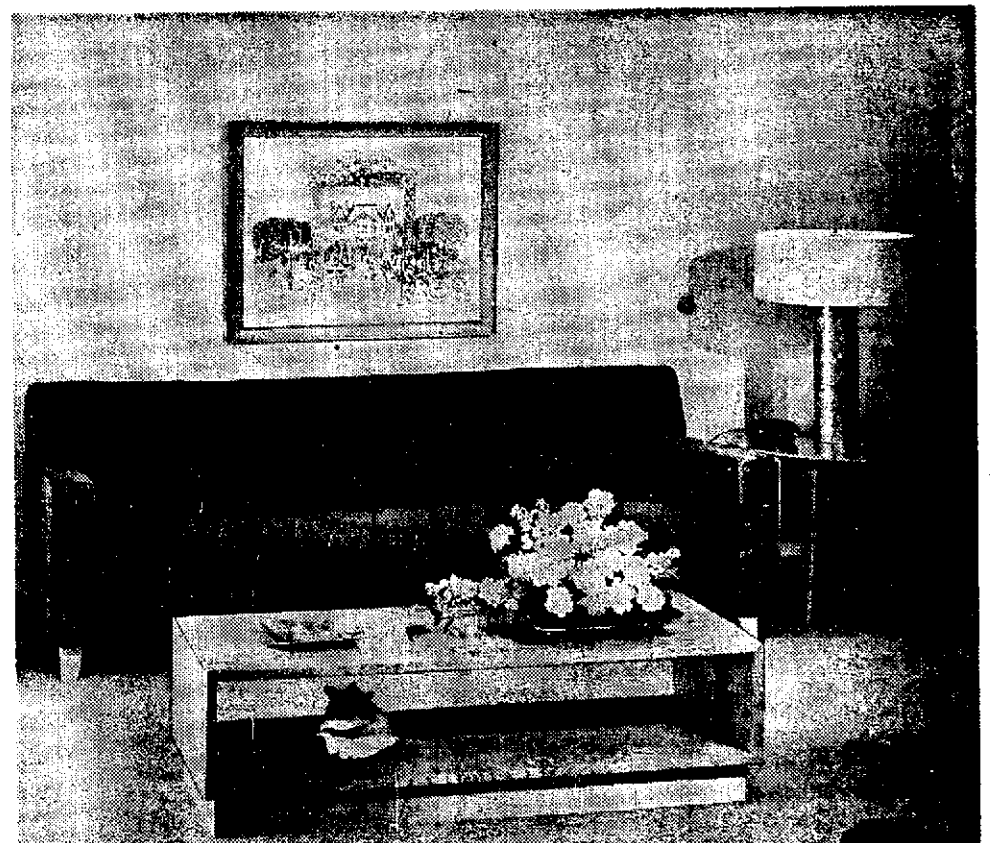
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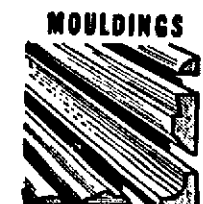
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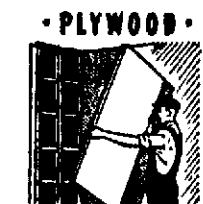
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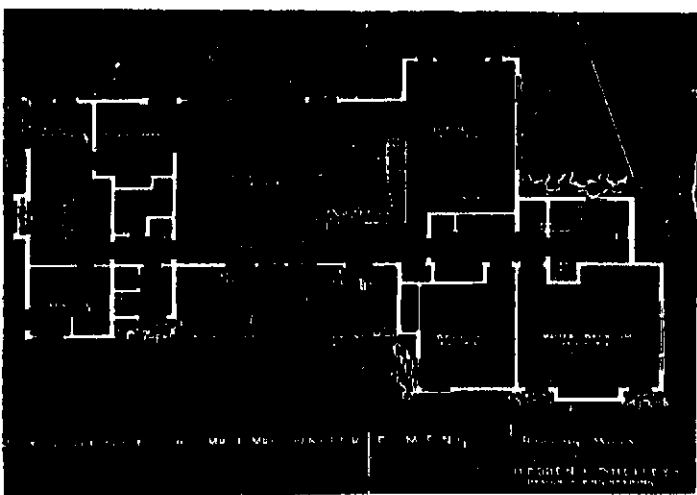


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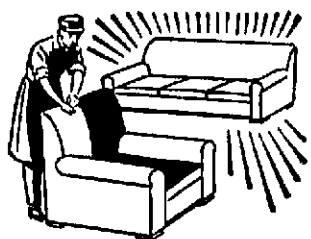
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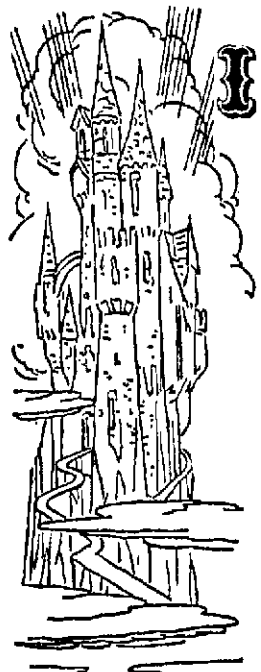
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## Ranch Style

(Continued From Page 11.)

light the floral arrangement in  
the center of the table.

THE kitchen is a dream of  
efficiency. All steel cab-  
inets are white but walls are  
painted yellow and the work  
counter is covered with green  
formica. Rubber tile is used on  
the floor. But the most unusual  
thing about this kitchen is a  
planter box of flagstone which  
is set in the bay window over  
the sink. Tropical plants grow-  
ing here keep the kitchen look-  
ing like spring the year around.

Wide corner windows at one  
end of the room provide an en-  
joyable view and a corner for a  
yellow leatherette seat serving  
a breakfast table of unusual  
shapes. Green slit bamboo cur-  
tains are attached to traverse  
tracks so they can be pulled  
across the glass area. The win-  
dow in the work portion over  
the sink is draped in the same  
manner.

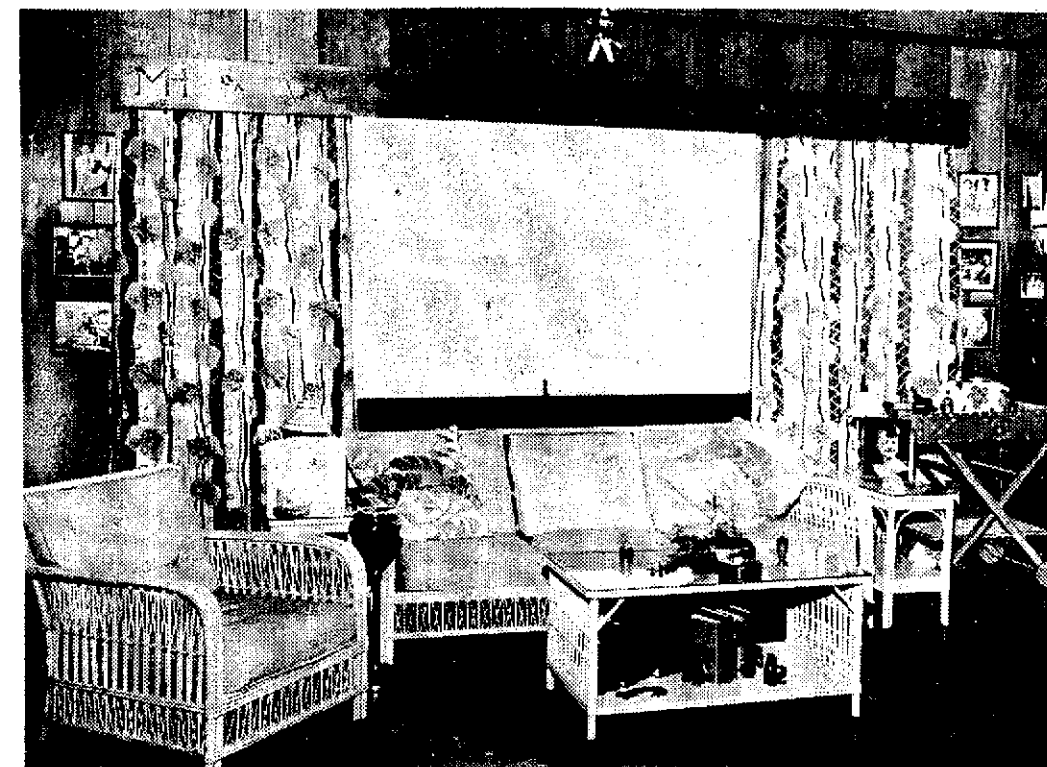
A half bath which serves as  
a powder room is situated part  
way between the front door  
and kitchen. The master bath  
is at the other end of the  
house close to the bedrooms.  
Its delightful color scheme is  
made up of maroon tile and  
pink walls. A square tub is  
shielded by a glass partition on  
one side and a shower cur-  
tain on the other. One side of  
the room is mirrored above  
built-in cabinets and basin  
counter.

IN THE master bedroom the  
view is also brought in  
through spacious windows. The  
heads of twin beds are fitted  
into an alcove which is papered  
in blue, green and pink  
stripes. Drawers set in the  
walls on either side of the al-  
cove extend into planting boxes  
which enhance the exterior.

One wall is devoted to ward-  
robes, drawers and an abun-  
dant of storage shelves. Doors  
close these off from view. In  
fact, storage throughout the  
house is well planned. In the  
hall, drawers and cabinets take  
care of all the linen anyone  
could have. Pull-out shelves  
help when time comes to put  
things away.



A huge panel of ornamental stone holds the fireplace and shelves for books in Walter Meng's home in Rolling Hills. The fireplace pierces the wall and serves the den on the other side. Panel turns at right, forms front entry.



—Photos by Jasper Natter.

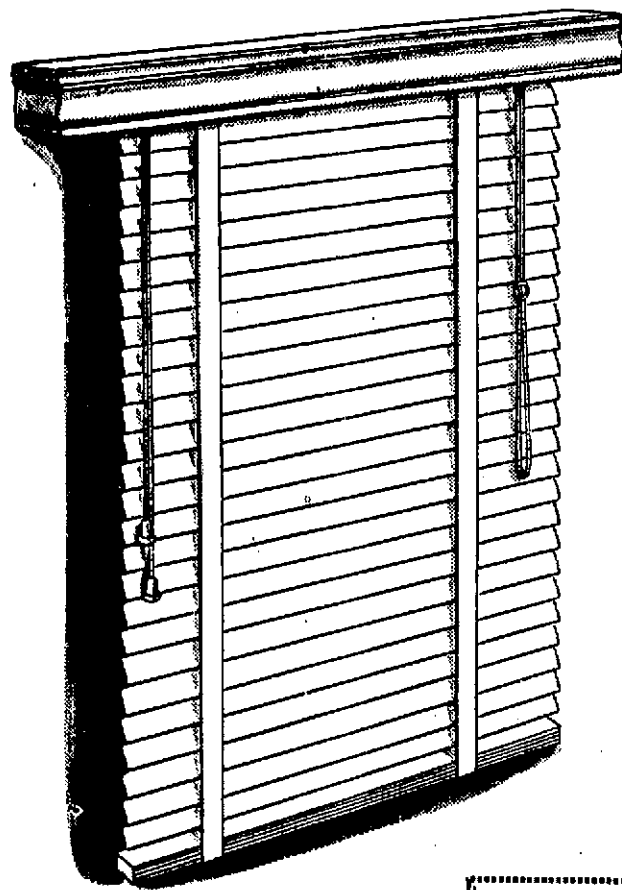
In the den-playroom are similar views through large  
windows, like one above. The cornice was inscribed  
with brands burned into wood with hot screwdriver.

## More Space

ON THE back of every  
closet door is a lot of  
space which can be put to  
work. One excellent way to uti-  
lize this space is to add a shoe  
rack and a hat rack, thus elim-  
inating the necessity for tak-  
ing up regular shelf and floor  
space. Such a rack is a con-  
venient spot, too, for storing  
pocketbooks. Then, to make  
the back-of-the-door storage  
place attractive, outline the  
molding of the door with the  
same bright shelf-edging that  
adorns your closet shelves. This  
takes away from that storage  
look the moment the closet  
door is opened and adds a gay,  
cheerful note. And, while mak-  
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# Bedspread Glamour



Clever slip covers on studio couches achieve much of the successful decor of the combination den and guest room (above) in the Clifford Woolard residence.

By Althea Flint

**A** BEDSPREAD can do for a bedroom decor what a becoming dress does for an attractive woman. Even a Hollywood bed of box springs and mattress can be

made to look glamorous if dressed up in a pretty spread. And nowadays a wide variety of fabrics to choose from makes possible some unusual bedspread creations. For in-

stance, even colorful loop throw rugs have been fashioned into spreads and these are effectively used in contemporary rooms. In a provincial room a patchwork quilt used above an

unbleached muslin or chintz ruffle contributes charm.

It is also possible for a bedspread to change the character of a room. The den pictured on this page also serves as a guest bedroom. Slip covers on the pair of beds make them good-looking studio couches during the day. This combination den-guest room is in the home of Mr. and Mrs. Clifford Woolard of 19 La Linda Dr.

The box springs and mattresses are covered so that they may be easily removed for cleaning. Springs are covered with a box-pleated flounce of the same material and pattern as pull draperies. The mattress is covered separately with plain fabric which can be removed without bothering the flounce. Bolsters are covered in matching fabric, bound in the patterned material.

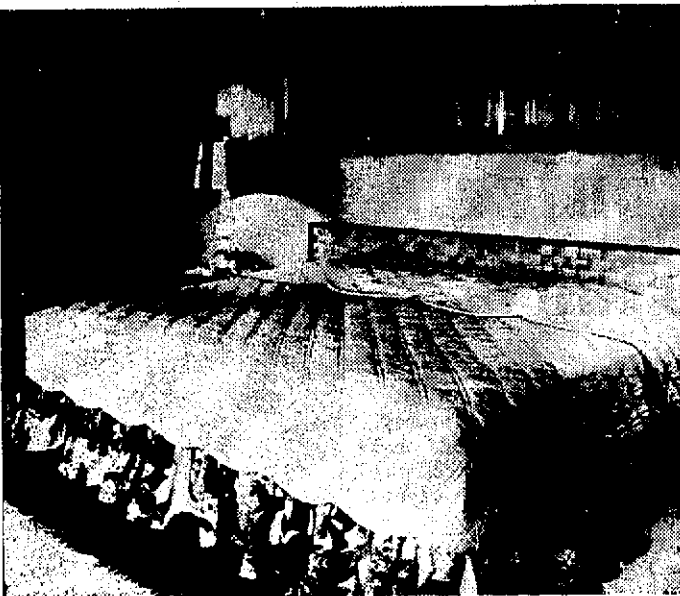
A ROOM of the kind described above is also popular with the teen-age miss, because she may entertain her girl friends here after school or in the evenings without being bothered or bothering others in the house. The studio couches can be all made up under their slip covers so that when bedtime comes the cover is slipped off and bed is ready to be climbed into.

Mr. and Mrs. Woolard's master bedroom is furnished with an extra wide bed covered to match the elegance of the room. A flounce gaily patterned to match the draperies is attached around the bottom of the bed. The quilted spread

is tailored to fit the bed perfectly and a separate piece is laid over the pillows so the bed can be made to look neat with the least amount of effort.

Wardrobe closets which extend the length of one wall have been mirrored for lovely effect. These mirrors reflect the light and view from spacious windows which take up most of an adjoining wall. The private view of the patio which they provide can be closed off by pull draperies. Windows on an opposite wall are built high so they will not interfere with the bed arrangement.

**T**WIN beds in the Walter F. Meng bedroom are fitted into a niche which has been papered in blue vertical stripes. Fluorescent tubes are hidden from view by an awning papered in the same pattern. Drawers under windows on either side of the room extend back into planting boxes which add to the interest of the exterior architecture. A spacious window looks out on Rolling Hills from this house on Hackamore Road.

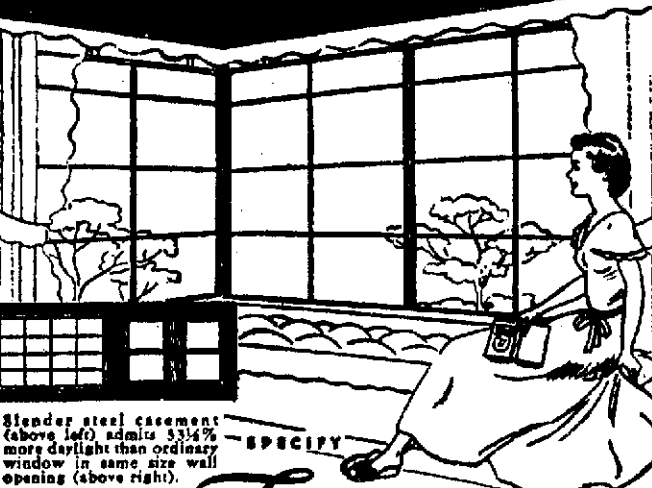


In the Woolard's guest room this extra-wide bed has the kind of spread easy to put on, always neat to see.



Twin beds in the Walter Meng home fit into recessed wall which is papered in a pattern of blue stripes.

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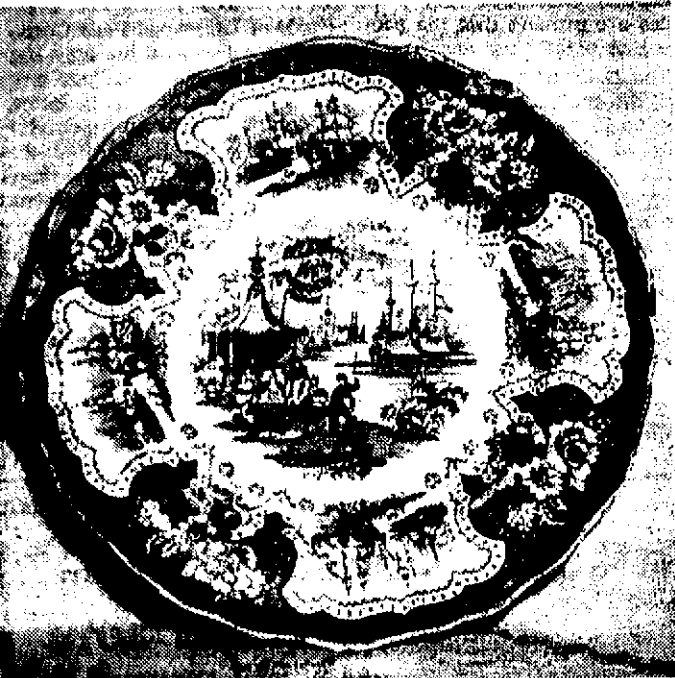


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*It's an Antique*

## Palestine Dinner Plate



"Palestine" pattern dinner plate was made by William Adams in Tunstall, England, between 1787 and 1810.

By Mary Lou Zehms

**A**LTHOUGH the name of Adams has been linked with the pottery industry of Staffordshire (England) for many generations, it is 'William Adams' who is said to have been one of the favorite pupils of Josiah Wedgwood in whom collectors of old pottery and china are interested. There were four William Adams who worked as master potters dur-

ing the latter half of the 18th Century.

After young William Adams had learned the art of potting and acquired some skill in decorating choice wares under the eye of Wedgwood, he was initiated into the mysteries of Jasper ware with which Wedgwood was then experimenting.

His attention, though, was given mainly to fine stoneware,

Egyptian black and blue printed and painted wares. Chief objects in Adams wares were Jasper vases, plaques, scent bottles, jardinières, tea sets, cameos, medallions, etc.

The dinner plate illustrated here has been in the family of Mrs. Leona Taylor of 3424 Gaviota Ave. for many years. It is marked "Palestine" on the back, designating the name of the pattern, with the name "ADAMS." This mark was used for printed ware, fine stoneware and jaspers both surface color and solid Jasper, from 1787 to about 1810.

A ROOM of the kind described above is also popular with the teen-age miss, because she may entertain her girl friends here after school or in the evenings without being bothered or bothering others in the house. The studio couches can be all made up under their slip covers so that when bedtime comes the cover is slipped off and bed is ready to be climbed into.

Mr. and Mrs. Woolard's master bedroom is furnished with an extra wide bed covered to match the elegance of the room. A flounce gaily patterned to match the draperies is attached around the bottom of the bed. The quilted spread

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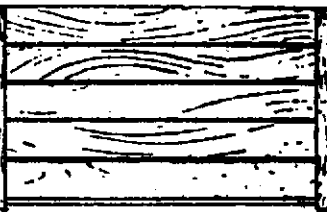
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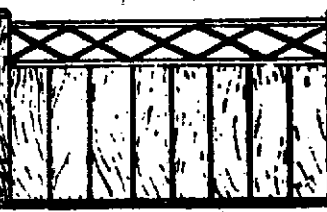
5 ft. high all clear redwood **76¢**  
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## Five Homes Due Daily at Terrace

**B**EGINNING early in June, five to eight homes will be completed each day at Los Alamitos Terrace, Los Alamitos Blvd. south of Spring St., according to builders Max Nessel and Robert B. Levy. Construction is well under way, they reported.

Sales have been proceeding rapidly at the 96-home community across the Orange County line from Long Beach. The \$300,000 development is the second new housing program in Los Alamitos in recent years. The first was constructed near the Naval Air Station and contained 500 houses.

Los Alamitos Terrace is notable for deep lots, 55 feet by 164 feet, landscaped with lawns and shrubs. Homes all have two bedrooms. A variety of exterior designs and floor plans has been incorporated into the community.

Features of the houses are colored bathroom fixtures, garbage disposers, hardwood floors, steel window sash, patios, tiled kitchens and baths.

The homes are priced from \$7100 at 4 per cent GI terms. Monthly payments, including interest, principal, insurance and taxes, will be \$45; or \$41.50 after veterans' tax exemption.

## Realty and Building

Everett Purcell, Editor



Robert P. Gerholz

## Realtors' Head Here

Long Beach community leaders, as well as Realtors from all southeastern Los Angeles County, have been invited to luncheon Friday at the Wilton Hotel to hear Robert P. Gerholz, Flint, Mich., president of the National Association of Real Estate Boards.

Lewis K. Cox, president of the Long Beach board, said Gerholz will discuss "Today's Fight for Freedom." Gerholz recently returned from a tour of England, during which he studied housing conditions. He was 1949 chairman of the Realtors' Washington committee.

## Realtors Confer All Day Friday

**M**ORE than 250 real estate brokers and salesmen from Long Beach and neighboring Boards of Realtors will attend the one-day educational and sales conference in the Wilton Hotel Friday, according to H. Herschel Hart, arrangements chairman.

Sponsored by the California Real Estate Association, the conference will be addressed by six recognized experts in various phases of the business. James A. Garth, conference director, announced last week that three lectures, with question periods, are scheduled for the morning session and three more in the afternoon.

Robert P. Gerholz, Flint, Mich., president of the National Association of Real Estate Boards, will address the luncheon meeting of the conference. Speakers and their subjects are: Floyd Lowe of Palo Alto, Getting More Listings and Prospects; Carl Cunningham of San Mateo, Aids in Selling and a Selling Plan; Frank McBride of Sacramento, Taking the Market Out of Selling.

Also: John Fitting of San Francisco, Financing Your Real Estate Deal; James McMichael of Pasadena, Real Estate Exchanges; Willard Johnson of San Francisco, Public Relations.

Hart said attendance will be drawn from the South Bay, Compton-Lynwood, Downey, San Pedro, Bellflower, and Huntington Park Boards, and the Wilmington section of the Los Angeles Board.

## Merriam Day Slated

Frank F. Merriam, former Governor of California, will be honored by the Long Beach Board of Realtors Tuesday at its weekly breakfast meeting in the Wilton Hotel, according to Howard Butler, program chairman.

The program will be dedicated to Merriam, who is honorary president of the California Real Estate Association and honorary member of the Board. William H. Akin of Los Angeles will be historian for the meeting. L. D. (Ren) Tolbert is in charge of arrangements.

The Kiwanis Quartet will sing. Merriam is a charter member of the Long Beach Kiwanis Club. The quartet includes Norman Ma sterson, Harry Christensen, Jack Hammond and Brewster Gray.



**E**aster week end—traditionally a slow time for real estate—brought another national record-breaking throng to the seven model homes of the vast Lakewood development. Teams of observers gauged Sunday's crowds at more than 30,000 people. The 15-acre parking area was filled throughout the day. These two photographs illustrate how visitors packed the sidewalks and filed in continuous streams through the furnished models.



## Large Crowds Again Visit Lakewood

**A**NOTHER record was set last week end in Lakewood, when more than 30,000

Southland residents converged Sunday on the seven model homes of the huge Aetna development on Lakewood Blvd., south of South St.

Teams of observers strategically located at the principal focal points of the crowds made simultaneous counts periodically during the day. With allowances for slack periods, their estimates approached 35,000, reported Roderic J. Tichenor of Tichenor & Co., Realtors, exclusive sales agents.

"We expected a lighter attendance last week end because

of Easter, but again we were very pleasantly amazed by the throngs which came out to see our furnished homes," Tichenor said. "We are indeed gratified by the wonderful public reception Lakewood has had. Sales are proving that the people like what they see here."

The 17,150-home development was the subject of an article in the business and finance section of Time magazine last week. Terming Lakewood the "biggest U. S. housing project," the article commented that in three years the community will

dwarf such long-established cities as Poughkeepsie, N. Y., and Holyoke, Mass.

The national magazine emphasizes the point made by Mark Taper, one of the principals of Lakewood Park Corp., that "ours will be the only big city in the world without any garbage," because every home is equipped with an automatic disposer.



AMERICA'S FINEST 2-BEDROOM HOMES FOR VETERANS, WITH GARAGE, AS LOW AS \$7245

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That's why today's premiere showing of Norwalk Village writes a new and inspiring chapter to postwar home building and design...for nowhere else in the nation can these architecturally beautiful new 2-bedroom homes even be matched in superior workmanship, originality and completeness.

You owe it to yourself and family to drive out NOW and see the Norwalk Village exhibit homes, so tastefully and economically furnished...see our many other homes...all ready to move in when escrow closes. There's no guesswork about Norwalk Village...EVERY home is a MODEL HOME in this great new community development, built by old-fashioned artisans, yet as modern as television!

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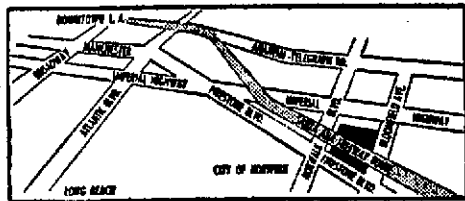
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as low as **\$41<sup>50</sup>** mo.  
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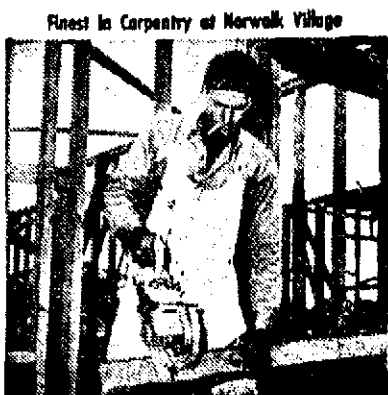
FIRESTONE BLVD. AT BLOOMFIELD AVE



Take the family out for a pleasant ride and an exciting inspection tour of Norwalk Village. Drive out Manchester-Firestone or Imperial Blvd. to Bloomfield, just east of San Antonio Dr., Norwalk's main street. From downtown L.A., take Anaheim-Telegraph Road to Norwalk Blvd., then south to Firestone or Imperial Boulevard. Follow signs to Norwalk Village.

**NOTHING DOWN \$95** moves you in!

See Model Homes  
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Open Daily & Sunday 9 a.m. to 9 p.m.  
Floodlighted for your night time convenience



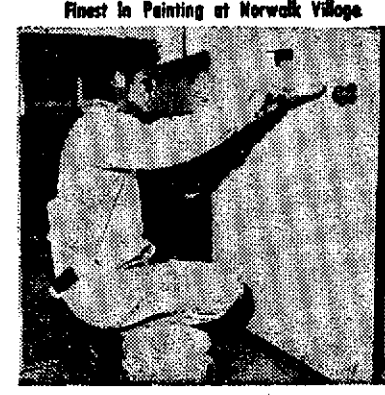
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ON BELLFLOWER BLVD.  
7 Blocks South of Long Beach City College

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Galvanized ..... 80 sq. ft.  
Copper ..... 140 sq. ft.  
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**Ry-Lock All Metal Screens in stock**

36"x81" Full Screen Door ..... \$7.95  
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Smooth, galvanized, 100' ..... \$1.00  
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With a cast iron, acid-resisting, white enameled sink.  
18"x24" ..... \$14.45  
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20"x32", twin, \$25.00  
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(your container)

"Kyanize" Super Service House Paints ..... \$3.25  
Other Grades as low as ..... \$1.98 gal.

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"Kyanize" Enamel, gal. \$5.40  
Other Grades as low as ..... \$2.45 gal.

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Electric Garbage Disposer Unit.



Trees in parkways of each lot.  
Beautiful ornamental street Electroliers.



Some models have  
single attached garages;  
others, detached  
two car garage.



Paved streets, curbs, sidewalks and driveways.  
All utilities in and paid for—sewers, water, gas.



Separate service-laundry facilities;  
large level lots; plenty of room  
for garden, patio and youngsters.



Inlaid linoleum in kitchen.  
Large closet and kitchen drawer space.



Walls throughout have 2 coats of paint.  
Wallpaper above chair-rail in  
dining room of 3-bedroom homes.

ACCLAIMED again last Easter Week-end! Even greater crowds than the thousands who attended the April 1st opening! You owe it to yourself to investigate the possibilities that Lakewood holds in store for your family. The sooner

you see Lakewood the sooner you will be enjoying suburban living at its best... in your own home in Lakewood. The Big Tower is to be lighted this week-end. Opportunity is knocking. Drive out today... bring the entire family.

Drive to the Tower

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### COMPARE LAKEWOOD "VALU-PAK'D" FEATURES!

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- 45,000 BTU dual floor furnace in 2 bedroom homes; 57,000 BTU in 3 bedroom homes.

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Seven delightfully decorated model homes, attractively furnished by Aaron Schultz. Seven widely varied decorating schemes... Maple, Traditional, Modern, Provincial, and others... All planned for gracious living in the new California mode.

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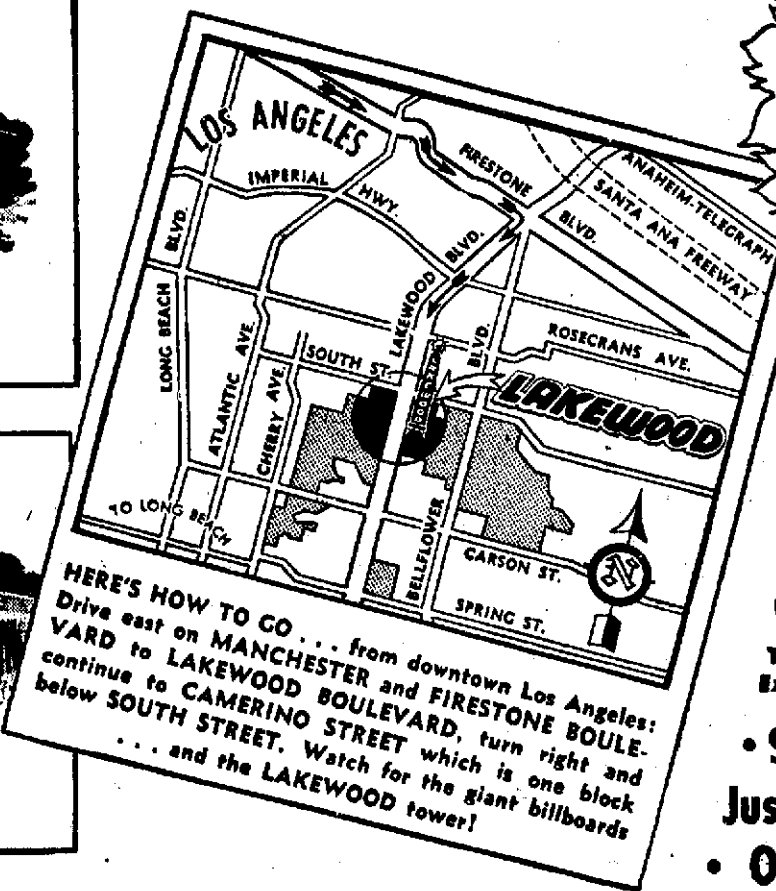
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- An eight cubic foot Norge Refrigerator....
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Any or all of these appliances may be added to the purchase price with only a nominal increase in your monthly payment and no down payment!



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AS LOW AS  
**46<sup>98</sup>**  
MONTHLY  
BEDROOM HOMES

- Single attached garage, double detached garage
- Priced from \$8525
- EVERYTHING INCLUDED.

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AS LOW AS  
**53<sup>50</sup>**  
MONTHLY  
BEDROOM HOMES

- Single attached garage, double detached garage.
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**One Direction 500 Per Hour**

Redwood, unlike most woods, shrinks in but one direction, reported the research department of Builders' Control Service, Inc. Redwood shrinks with the grain.

The nation's homebuilders are constructing new homes at the rate of 500 per hour of each working day, reports the National Association of Real Estate Boards.

**BUILDING CONTRACTORS—REALTORS**  
**INCREASING VALUE HERE!**

Will trade as part payment plot of land—150-foot frontage on Pacific Coast Highway by 225-foot depth, near site of proposed L. A. Orange County College—for services of building contractor. Have \$14,000-\$15,000 cash to add to above or owner will pay full 5% commission to selling broker. Phone Mr. Riedel, 8-4354 (evenings) or Mr. Austin, 8-7485; Mr. Bruns, 4-1192, or Rev. Koch, 9-3956.

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FOR YOUR HOME



**ZEPHYR** VENTILATED AWNINGS AND DOOR HOODS

Will give your home an added touch of beauty this Spring. No home improvement investment can add so much in graceful charm and practical usefulness. Zephyr exclusive, patented ventilated construction keeps rooms up to 12 degrees cooler in Summer... protects against rain damage when windows are inadvertently left open. Install Zephyrs for beauty, comfort... economy, too. No seasonal upkeep or replacement. Zephyrs are built of ageless California Redwood or high grade aluminum with baked on enamel finish. Budget terms if desired.

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☐ Please send your representative to my home to estimate on Zephyr All-Season Awnings or absolutely no obligation to me.

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Yes, Modernfold Doors make rooms bigger because they eliminate waste space. The shaded areas show this space consumed by the swing of ordinary doors. Approximately eight square feet per opening! Multiply that by the number of interior doors in the average 5-room house... in living room, dining room, kitchen, closets, bedrooms. Why, it's the size of a small room.

Modernfold Doors save this space because they fold like an accordion. Thus, they permit placement of furniture next to openings... end door interference and other vexing problems.

Beautiful, too... because they are attractively fabric-covered in 21 popular colors. And durable—thanks to a sturdy metal frame. Call on us today.

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## Cafe Sales Head List

**TWENTY-EIGHT** Long Beach eating places and taverns have changed hands during the past four weeks, according to published notices of sale.

Second in the list of business opportunity transactions during the period were food stores and markets, with 14 going into the hands of new owners.

Six gasoline service stations put this type of business in third place. Four liquor stores were sold during the four weeks. Transactions also included two beauty shops, two self-service laundries and two dry cleaning shops.

## Post's Life Measured

Comprehensive tests of the lasting qualities of wood in contact with soil indicate that posts sunk in concrete often have a shorter life than those in the ground, according to J. H. Baxter & Co., of Long Beach.

As cement hardens, it tends to pull away from the posts, thus making space for collection of water seepage and providing an entrance for decay fungi, Baxter chemists said.

Lumber, pressure-treated with toxic chemicals, is made impervious to attack by fungi, termites or other wood destroying insects. Thus it is ideal for use in fences, clothes poles, garden curbing, pergolas, tool sheds, bath houses and other garden installations.

Findings of Baxter chemists have been verified by hundreds of industrial users who buy fence posts, piling, railroad ties and the like in large quantities.

Pressure-treated foundation lumber has been used for many years in residential construction and is growing in popularity as its long-term economy is recognized, company spokesmen said.

## Colbert Moves

Bess Colbert, prominent Long Beach Realtor, has moved her offices to 424 E. Seventh St. Mrs. Colbert has been active in the real estate business in that vicinity for the past 12 years.

Mrs. Lucille B. Collum is associated with her as salesman in general real estate and insurance.



This attractive patio is the outdoor living room of the Jess Michael family, 4472 Walnut Ave. Mr. Michael did the brick work and built much of the furniture in his spare time. The home is in Bixby Crest, established residential district currently in the midst of a sales campaign.

## Buyers Beautify Crest

**THE** shift of Bixby Crest from rental to owner-occupied status is working a steady improvement in the appearance of this established neighborhood north of Carson St. and east of Orange Ave., Glenn Tolan, sales manager for Alliance Realty, Inc., exclusive agents, reported last week.

"The new owners are enhancing the value of their properties by improving the lawns and landscaping their freshly redecorated homes," Tolan said. "The many houses already old are being redecorated inside and out. A wide variety of exteriors and floor plans is available in the 115 homes now being offered."

Situated in a built-up sector where homes range in value from \$15,000 to \$50,000, Bixby Crest is six years old. It is about 10 minutes from downtown Long Beach and the beaches, five minutes from Lakewood Country Club, near a shopping center, public library, public and parochial schools, restaurants and a medical center.

The mature character of the neighborhood has been one of its most attractive features, Tolan said. Values are established and community facilities already are in successful operation, he added.

Prices for the three-bedroom dwellings range from \$3150.

Veterans may buy without down payment, except escrow and impound costs. Monthly payments start as low as \$51, with 4 per cent GI loans in effect.

A model home, one of the many different exterior elevations available, has been furnished by Aaron Schultz of Long Beach, and is on public view until 8 p. m. every day and Sunday. It is situated at 4324 Maury Ave., a block east of Orange Ave. and just north of Carson St.

The homes themselves have wood-burning fireplaces, select oak floors, dual gas furnaces, solid wall foundations and asbestos shingle roofs.

## Denbo Named

Appointment of the George S. Denbo Co., as exclusive sales agent for Mariloma, a subdivision in Rolling Hills, is announced. Denbo now is preparing for an early formal opening of the development.

He reported that the subdivision contains 65 view lots, and some residential construction has already been undertaken.

## National Day

The National Association of Real Estate Boards, with almost 45,000 members, is endeavoring to have Constitution Day, Sept. 17, observed on a nationwide basis as a national day of celebration.

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## 1134 Homesites on Boards

**TEN** new subdivisions containing 1134 residential sites are being drafted for Downey, Bellflower, Norwalk and Rivera, it was disclosed last week.

Three developers in San Pedro, Santa Ana and Rivera also invited sub-contract bids on 181 new houses during the week.

Linde Finance and Development Corp. of Beverly Hills will subdivide 17.7 acres north and south of Stewart and Gray Rd. and east of Patton Rd., Downey. Known as Tract 14810, the area will have 90 lots with pavement, curbs and sewers.

A 9-acre plot will be subdivided into 48 lots by H. N. Berger north of Stewart and Gray Rd. and west of Rives Ave., Downey. Titled Tract 14442, the subdivision will have pavements, curbs and cesspools.

Plans for Tract 16264, south of Stewart and Gray Rd. and east of Old River School Rd., Downey, are being prepared for H. Brunache. Herman Yaffe is subdivider. Containing 6.5 acres, its 31 lots will have pavement, curbs and sewers.

Tract 14805, south of Foster Rd. and east of Ardis Ave., Downey and Bellflower zoning areas, will contain 20 acres subdivided into 98 lots. D. E. Sells is owner-subdivider. Improvements include pavement, curbs and sewers.

The Ryess Construction Co. is planning to subdivide into 114 lots the 23-acre Tract 14836 south of Gardendale Ave. and east of Lakewood Blvd., Bellflower. Pavement, curbs and sewers will be provided.

In Norwalk, a 50-acre tract (14825) south of Imperial Hwy. and east of Studebaker Rd. will be subdivided into 225 lots by the Larwood Co. Pavement, curbs and cesspools are planned.

A 28-acre subdivision, Tract 14761, is scheduled by Spiros G. Ponty south of Leffingwell Rd. and west of Pioneer Blvd., Norwalk. Plans call for 168 lots.

Rivera will be the location of Tract 14374, owned by Glenn Bullock and subdivided by Gordon R. Branch. Containing 178 lots, the 35 acres will be improved by pavement, curbs and sewers.

C. Q. M. Homes will subdivide 19.6 acres south of Whittier Blvd. and east of Coffman and Pico Rd., Rivera, into 104 lots. Known as Tract 16274, the project will have pavement, curbs and sewers.

Seventy-eight homesites will be provided in the 14-acre subdivision of Tract 16275, south of Whittier Blvd. and west of Rosemead Blvd., Rivera. R. & W. Construction Co., owner-subdividers, will install pavement, curbs and sewers.

Invitations to sub-contractors

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## Ninth in West

**LONG BEACH** ranked ninth among cities of the 11 western states, Hawaii and British Columbia in the dollar volume of building permits issued during March, according to the monthly survey conducted by Western Building magazine, Portland, Ore.

This city shared the upward trend of building in the west, although the 13.4 per cent increase registered by Long Beach last month in comparison to March, 1949, lagged behind the 31.5 per cent gain achieved by the 260 reporting cities and counties in the district.

The western total last month for 49,136 building permits was \$241,213,914. In the same month of 1949, 35,298 permits worth \$183,400,609 were issued. Valuation of Long Beach building in March was \$2,874,090,

compared to \$2,533,500 last year.

Leading city in March, 1950, was Los Angeles, with \$38,561,207 in permits. Seattle authorized \$8,532,470 worth of work to earn second place. San Francisco was third with \$5,799,521 in permits.

Considerable construction activity was reflected in the reports to the survey by the 25 leading construction jurisdictions of the west. The combined dollar valuation of building permits of these leaders in March stood 77.6 per cent above February, and 32.8 per cent above March, 1949. These figures are \$157,271,488 reported by the identical jurisdictions in February, 1950, and \$118,392,306 reported by them in March, 1949.

## U. S. C. Man Plans Class



Prof. Glenn Bracken of Long Beach, teacher of real estate at U. S. C., plans comprehensive course here.

**EVENING** classes in real estate will be conducted twice weekly from May 15 through July 6 by Prof. Glenn R. Bracken of U. S. C. at the meeting room of the Rex L. Hodges Realty Co., 408 E. First St., it was announced last week.

The limited enrollment course is designed to be of value to real estate investors, brokers, salesmen and applicants for state licenses, Prof. Bracken said. It will detail the procedures for analyzing, appraising and financing various types of real property for sale or exchange. California real estate law, escrow procedure and license requirements will be presented.

A resident of Long Beach for the past 28 years, Prof. Bracken's instruction experience at U. S. C. in real estate and related fields includes the following upper division courses which he has taught or is now teaching: real estate principles and practices, real estate finance, investments, banking and small business.

Class meetings will be on Tuesday and Thursday evenings from 7 to 9:40 p. m.

## Women Meet

A delegation of women members of the Long Beach Board of Realtors attended a meeting of the women's division of the California Real Estate Association yesterday in Culver City. A number of state officers were present.

Among those attending from Long Beach were Bess Colbert, 18th District vice president of the division; Bonnie Davenport, chairman of the local board's women's division; Winnie Cross, Gale Scott Reed, Ruth Lindquist, Harriette DeMarces, Gertrude Landsworth, Sue A. Jones, Hilda Oliver, Mary Robinson, Barbara Moss, executive director of the board; Jann and Karen Schroyer and DeLoras Davenport.

## WIRE Club

The regular meeting of the WIRE Club (Women in Real Estate) was held recently in the home of the president, Gale Scott Reed. All active members were present.

New by-laws were adopted during the business session. After refreshments were served by the hostess, assisted by Ruby Eveland and Mildred Robinson, cards were played.

Next meeting will be in the home of Bess Colbert, 424 E. Seventh St.

## Long Process

Three weeks are required to kiln dry hardwood for flooring for homes, reported Builders' Control Service, Inc., Los Angeles, North Hollywood, Compton and San Diego construction fund disbursement firm. Firing the kilns is maintained on a day and night schedule.

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Norwalk Village, new development on Firestone Blvd. east of San Antonio Dr. Norwalk, has this design among the many in the 230-home community. The two-bedroom houses have as standard equipment a refrigerator, gas range, garbage disposal and wall-to-wall carpeting. Construction has been completed.

## Norwalk Village Opens

By Lois Guernsey

NORWALK VILLAGE, new residential development on Firestone Blvd. east of San Antonio Dr. in the heart of Norwalk, is to be opened formally today with novel merchandising strategy.

All 230 of the two-bedroom homes in the community have been completed. Even the incinerators are in place.

In today's market, when many homes are sold before forms are built for the foundations, the developers may set some new kind of speed record in populating a community. Furniture will start flowing into the Norwalk Village houses about as soon as escrow steps are finished.

According to Carl N. Hicks of Carl N. Hicks & Associates, newly appointed sales agents, prices start at \$7245, with no down payment required of veterans except for a cash outlay of about \$95 for escrow and impounds. Monthly payments start at \$41.50 after veterans tax exemption. Four per cent G.I. terms of financing are in effect.

Buyers will find a set of household features ready for their use without added expense. Included are a 7.7 cubic foot refrigerator, four-burner gas range with griddle, timer and clock; garbage disposer and wall-to-wall all-wool carpeting in living room, bedroom and halls.

Model homes, including two furnished by Aaron Schultz of Long Beach, are open daily from 9 a. m. to 9 p. m.

The ranch type houses have a feeling of roominess, resulting primarily from efficient use of space. Kitchens have good sized areas for breakfast tables. Large windows bring the outdoors into the living rooms.

The homes have painted walls throughout, garages,

lawns and shrubs, two-color tile in kitchens; parkway trees, clotheslines and poles.

Community improvements include paved streets, sewers, sidewalks, curbs, gutters and parkway trees.

Because materials for the homes were purchased before the recent price rises, said Hicks, the dwellings could not

be reproduced now for less than \$250 above their present prices.

Location is cited as a major asset of Norwalk Village. It is within easy reach of downtown Long Beach, Los Angeles, Whittier, Huntington Park, Vernon, Compton and other metropolitan and employment centers.

## College Units Expand Market for Homes

WALKER & LEE, INC., pioneer developers of the Lakewood area, and sales agents for all home building south of Carson St., announced this week that their patio dream homes, featured in College Unit 3 were available not only to veterans, under the G.I. financing arrangements, but to state veterans and nonveterans alike.

"We have been specializing in the sale of these homes to California state veterans for the past few months and find that the 100 per cent appraisals established for the loan have made them particularly attractive to men in this category," DeWitt Lee of the organization stated.

The homes in the College Unit were recently selected as among the outstanding in their classification by a group of builders and realty men from the east who visited this area. They were particularly impressed with the park-like landscaping, and the over-all long range planning for schools, shopping districts and transportation.

The homes are located west of Bellflower Blvd., and seven blocks south of Long Beach City College. They are also within walking distance of the recently approved four-year col-

lege site, which, when completed will make the area similar to the Westwood Village development near U. C. L. A.

Sales offices are located on Clark Ave. and on Bellflower Blvd. They are open every day, and until late evening on Sunday. Conducted tours through the area are guided by Walker & Lee sales staff members. The homes sell to veterans on a "no down payment" basis, and nonveterans may purchase under the FHA financing plan, according to Walker & Lee.

### 'Realtor'

On March 27, 1916, the term, "Realtor," was adopted by the National Association of Real Estate Boards as the official designation for active members in good standing of its constituent boards.

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## How to Finance a Home

By Willard Henry

CARRYING that "dream house" through the gantlet of problems which leads from the comfortable realm of dreams to shining, livable reality can be a rich and happy experience. Can be, that is, when the couple have carefully built their house in hours of discussion and planning before the first spadeful of earth is turned for the footings.

Finance is not the last but the first element in the successful plan. Anyone can create a dream of a house when he has all the money he wants to spend. The trick is to pry this kind of home out of a disgustingly un-dreamy budget.

The budget for building the new home should be worked out before the couple begins sketching floor plans in earnest. There is no unqualified rule governing the amount a couple should spend on their project. Families with larger "nest eggs" can, of course, afford larger—ah—nests. However, today's living costs make it wise to limit one's loan to an amount which can be repaid in monthly installments of not more than 20 per cent of take-home pay.

CONSULTATION with an architect or with one of the contractors' organizations will reveal the current square-footage cost of the average house. A residence with three bathrooms, cedar shakes roof, fancy built-ins, and slab doors will cost more per square foot than a house the same size with one bathroom, ordinary shingle roof, average built-ins and three-panel doors.

After a family has reconciled its needs to its budget—by making maximum use of space, adapting economical materials, achieving beauty through simplicity—there should be no trouble in obtaining the desired loan. Lenders want to be sure the borrower can repay the loan, or that the house will have resale value in case of default. A soundly planned

home within a family's means will satisfy the lender in both respects.

Because FHA or insurance loans are not available until after final inspection of the completed house, one must obtain a "commitment" as to what amount they will approve and then negotiate a construction loan for a short term on the basis of this commitment.

RECENTLY, insurance companies have introduced some excellent plans whereby a borrower may combine low interest payment with a life insurance policy covering the loan.

There is a saving in obtaining a title insurance policy that will cover liability for the permanent loan as well as the construction loan. Changes and extras both may be costly. That is why all possible decisions should be made before the dream house is staked out on the lot. Then the extras that do crop up will be the minor kind that help the house without hurting anyone's feelings or cash reserve.

Incidentally, a couple should be sure to set aside a cash reserve for the many unfore-

seen expenses connected with furnishing and landscaping a new home. It is so-o-o nice to have the money on hand to pay for these items when they appear—as they inevitably will.

An improperly financed house may turn one's castle of dreams into a nightmare of debt. Wisely financed, the house offers stability, security and all the abiding happiness that come to a family as they make their dwelling into a home.

## New Paint

Spring rains are dandy for the garden, but when they begin seeping into walls and basements they not only are discomforting intruders, but they also weaken the building itself.

Fortunately for modern homeowners, a cement paint has been developed which actually bonds with masonry surfaces and seals the tiny pores through which moisture seeps. This paint even comes in colors. In powder form, the cement paint may be mixed with water as needed and is easy for the homeowner to apply.

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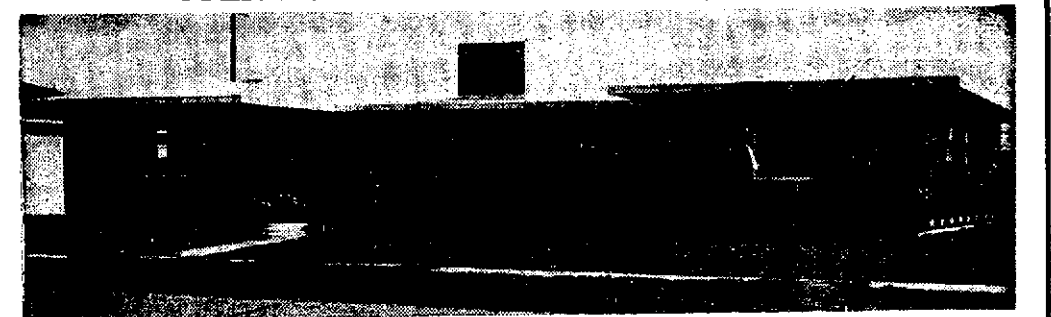
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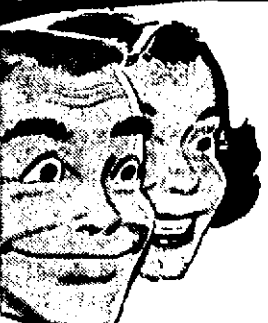
1 block E. of Orange Just N. of Carson

Drive Out Atlantic Blvd. to Carson Street, then east to first stop sign at Orange, north 1 block to property entrance. Follow signs.

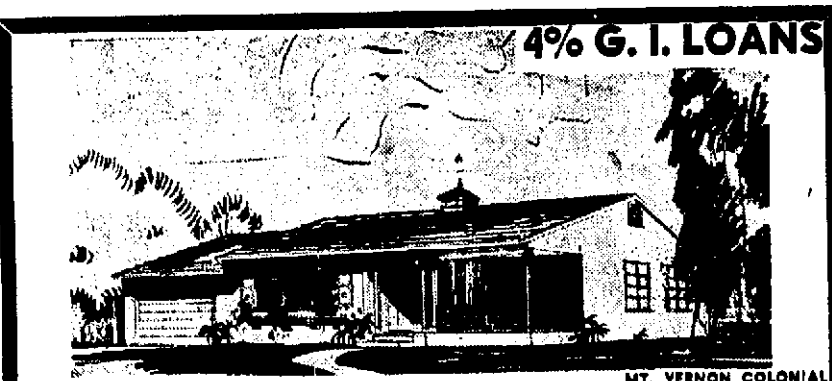
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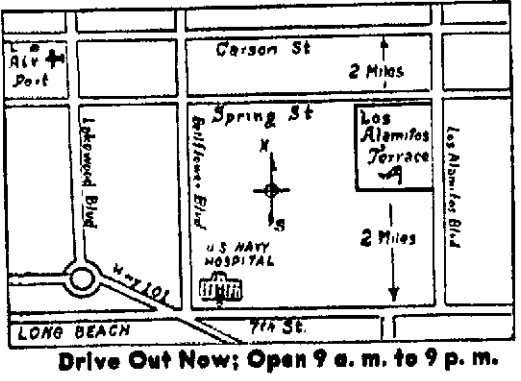
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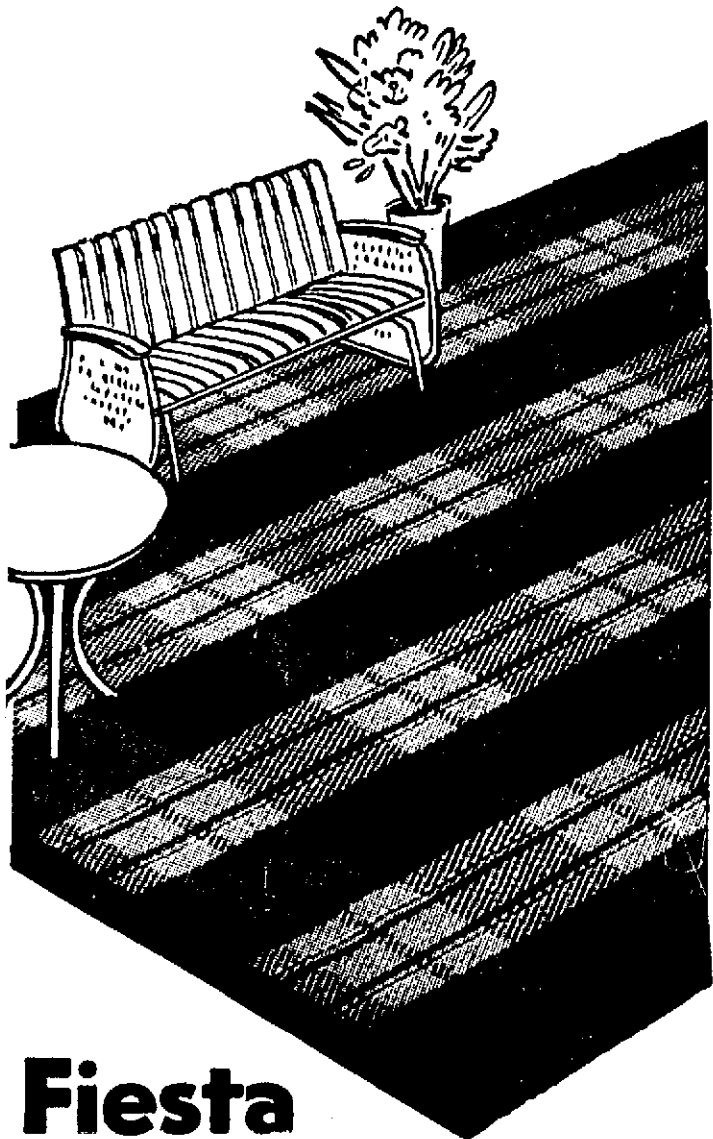
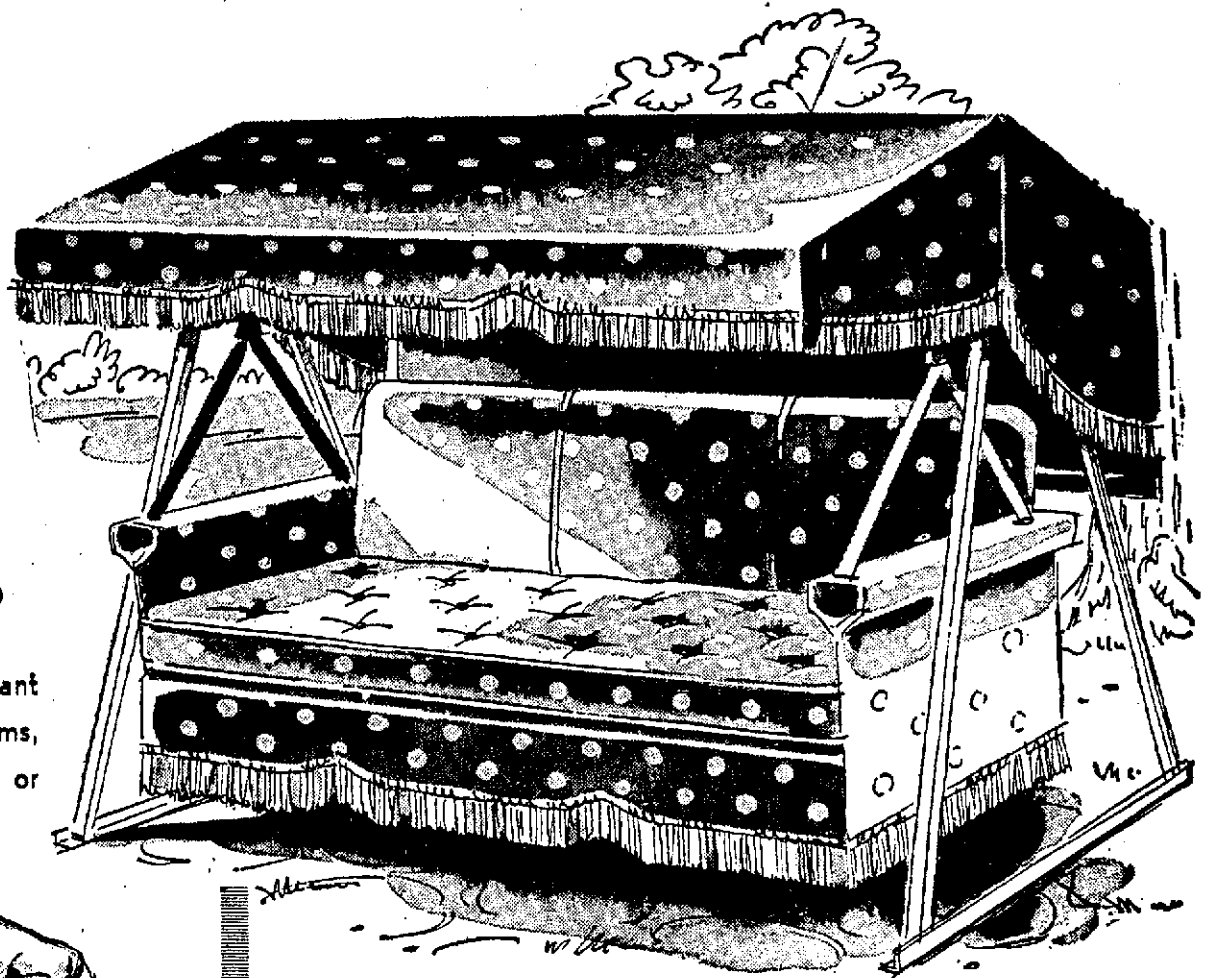
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Deluxe in comfort, beauty . . . and more weather-resistant than any lawn swing we've ever sold! Note the wide arms, the high back, the strong iron frame. Choice of red or green with white polka dots or green floral patterns.

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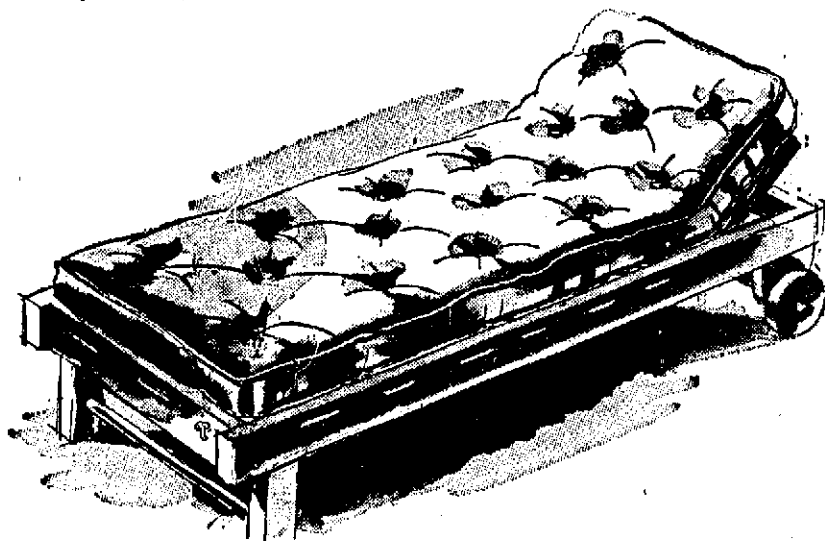


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9x12 Size **16.95**

6x9 10.95 8x10 14.50 27x54 in. 2.69

Now is the time to buy these beautiful fiber rugs during our great sale! Beautiful Fiesta fiber rugs that are ideal for any room in the home as well as for outdoor living. In gay colors of green, beige, rose, blue and grey. These rugs are reversible for twice the wear and the colors are woven in so they will last for the life of the rug. Made of heavyweight kraft fiber that is twisted and woven close together. A value!



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- Pad is Button Tufted
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With big wheels for easy moving about. The pad is covered with vat-dyed army duck in blue, green or rust. Frame is oil treated to insure long life.

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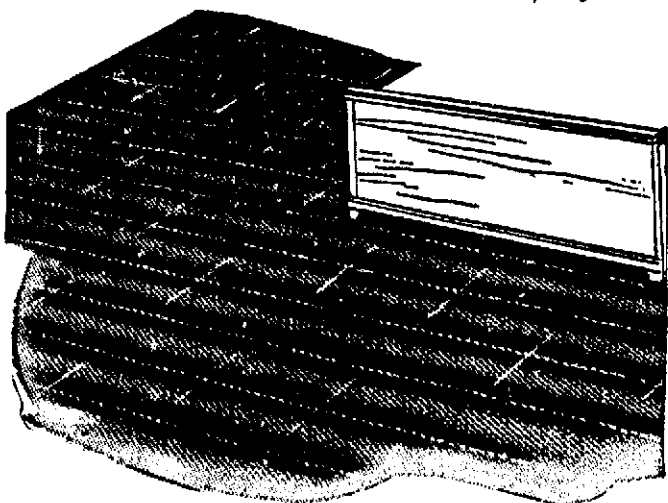


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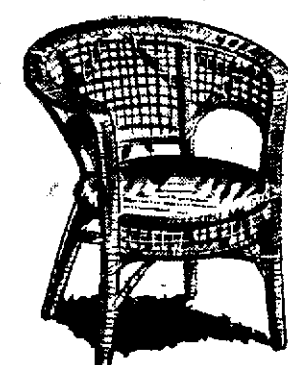


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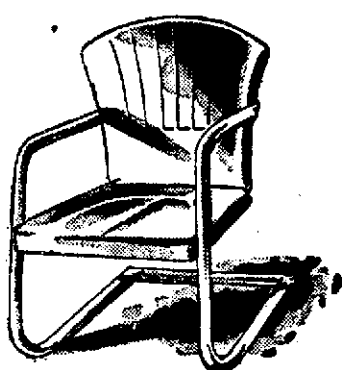
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